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4

NEWS

Single multipart label control

A single multipart label, printed on demand with variable data, has replaced a number of preprinted labels used on Caradon Mira shower units, packs and documentation, so avoiding problems of label stock control.

Map 80's PriSym labelling system has been installed by Caradon Mira, used for driving a Sato 8400 thermal transfer printer to produce each eight section 100mm square label.

Information included on each label includes the electrical rating of the unit, safety

information, guarantee details, product codes and production dates. The label travels with each unit through the various assembly and packing stations, with sections applied by hand when and where appropriate.

paperwork.

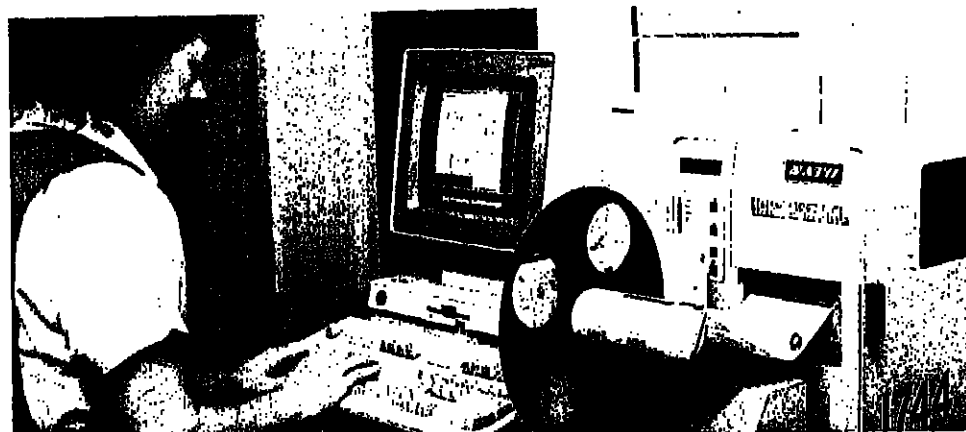
Caradon Mira chose a thermal transfer printer to ensure that coding remains readable for long periods after the units are packed, says Map 80 (Unit 3, Kestrel Business Park, Ivanhoe Road, Finchampstead, Wokingham, Berks - tel: 0734 731800, fax: 731900).

Labels applied to the unit itself also need to pass a petrol rub test, since information can often be needed for servicing or responding to a guarantee query.

Previously the company used preprinted labels, but the shower manufacturer has found that the Map 80 solution makes the labelling operation a lot easier.

There is no longer any need to ensure that one label or another is still in stock, with the danger that running out of one of the eight labels could hold up production. The user simply prints out labels for the day's needs complete with variable data such as date, batch and production codes.

For further information K11 1412 Call for details 0839 772268



Map 80's PriSym labelling system enables Caradon Mira to produce labels as and when required

The first labels are used on the body of the unit, one inside and one on the end. After testing and final assembly, the shower goes into an outer case, which has a further section of the label applied. Final sections of the labels are applied to

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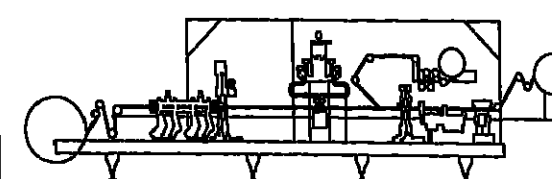
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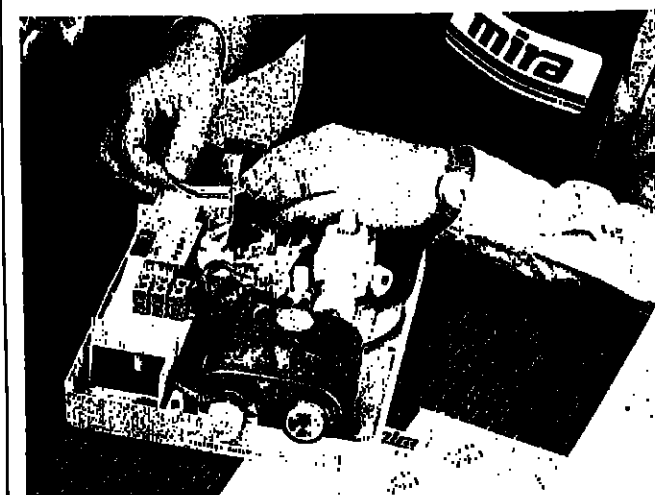
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One section of the label being applied to the inside of the unit

Sale and promotion bags

Quality sales and promotional bags from Italy are available from exclusive UK agent Image Agencies in a series of standard prints which can be overprinted for small orders, with the option of custom design for larger batches.

Plain or laminated 120gsm paper is used by Cartaltalia for its block bottom bags, which span the range between large carriers and jewellery bags.

Among the type of user that the Cartaltalia range might suit, the agent lists gift shops, bridal and designer fashion

outlets, department stores, exhibitors and promoters.

Printed on all sides, bags can be supplied in quantities as small as a hundred, with logos or designs added by Image Agencies (1 Ethel Street, Northampton NN1 5ER - tel/fax: 01604 24872).

Customisation for larger orders can be in up to six colours, with a choice for handles of rope, flat or twisted paper. Stock items can be supplied within 48 hours.

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The bags are available in standard prints which can be overprinted

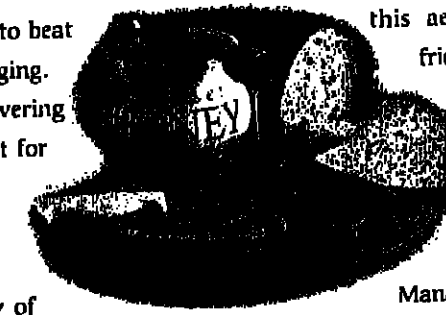


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Making the levy obligation stick

Options for the government in framing its legislation on packaging producer responsibility (see page 1) are likely to be limited by the feasibility of implementation, meaning a rejection of the strategy advocated by Sir Sydney Lipworth of a modified converter levy.

Easy to evade

Problems would arise if there were, as proposed by Sir Sydney, an obligation passed right through the packing chain from the point of levying, which in his proposal would be the converter. For the DoE, the question is, how can you define in law the

duties of a company which is not itself directly paying a levy, without making those duties easy to evade?

Packer/filler levy

Options include placing the levy at the packer/filler or importer stage or with the brand owner, as in the system now being put in place in Canada. Another comparison could be with France's *Fee-Emballages* system, which equates the statutory obligation with the levy point.

In line with the generally accepted view that Valpak - the industry organisation which will implement the plan by

raising and distributing finance - will be more representative of the packaging chain than the PRG has been, the DoE is likely to consult more widely with industry on legislation.

Announcing the legislation, Environment Secretary John Gummer said he hoped the PRG initiative as a whole would "help British industry become more competitive in this field". But Incepen has led the field in cautioning the DoE over over-optimism. "I was careful to spell out that Incepen backs recycling not for its own sake but only where it yields some sort of environmental benefit," Peter Davis, Incepen chief executive, tells PN.

Certainly in the short term, says Mr Davis, the costs of recovery will mean that even though there are more profitable parts of the waste stream, overall it is not likely to show a profit.

NEWS

There has been no indication that a different strategy on placing the levy will be accompanied by the will to see an identifying mark on packaging along the lines of the Green Dot for the German market.

Incepen has been particularly vocal in calling for a UK "Green Dot", stressing the need to communicate with the consumer to what extent industry is taking responsibility for packaging waste.

None of the successful national schemes in Europe has got off the ground without the use of the Green Dot or equivalent. Eco-Emballages in France has used advertising to increase public awareness of the scheme.

Directive predicted before Xmas

Industry is cautiously predicting a Packaging Directive from the European Union before Christmas, though ratification is still required from the parliament.

Although final agreement on the Directive has proved illusory on previous occasions, many of the obstacles in its path causing concern a month and a half ago have now been removed. Belgium is said to be satisfied with the redrafting of the amendment protecting its own ecotax proposals and clearing up the issue of the "polluter pays" principle.

The job of piloting the Directive from the conciliation committee stage through parliament may still prove problematic, but great efforts have been made to smooth its

progress. Amendments concerning a waste management hierarchy and minimum recycling targets have been dropped, and the threat of a ban on chlorine has lifted. In return, parliament has secured a key role for itself in - among other things - reviewing the set targets in five years time.

Some minds may have been concentrated by the imminent probability of new member nations shifting the balance within the EU towards more demanding environmental policies. If the Directive is accepted, national governments will have 18 months to implement the EU Directive. In the case of the UK, this should be catered for within the legislation promised by the DoE and by the setting up of Valpak.

NEWS

Swedish board group may focus more on converting

Advantages gained by the merger, in Swedish group AssiDomän, of nationalised forestry and board industries could be added to by greater concentration on the converting stage, optimising the benefits of its products including Frövi kraft Carrier.

"If our competitors, especially the Americans, begin to get competitive advantages from putting more into converting, then we too will have to review our position," states md of AssiDomän Carton Ragnar Quarnström.

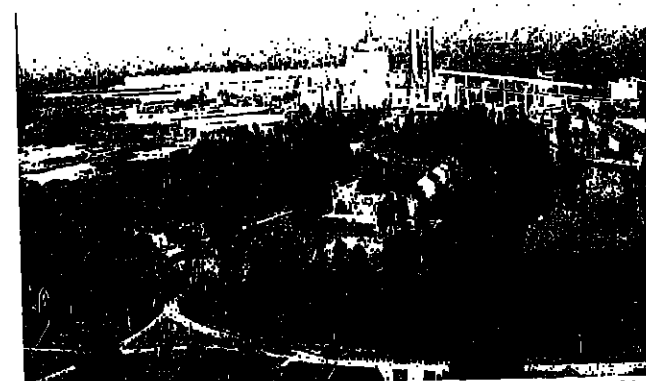
The group sees the likes of Riverwood and Mead in North America and Meyer Meinhof in Europe building up converting capacity, and is keen not to be left behind.

But already the merger of Assi's fibre packaging interests and Domän forestry has yielded benefits which Mr Quarnström - also md of Frövi Mill - is only too aware of. "This is what is so good about being part of a group like this, being able to instil quality right from the very start of production," he explains. Earlier this year the group also acquired Ncb.

The importance of the relationship in quality terms between what happens at the forestry stage and the pulp and board stage has always been underestimated, says Frövi.

Financial strength is also key. Strong cash flow and access to the stock exchange means that capital will be there for investment even in less successful years, which is exactly the time when investment should take place. Integrating a pulp and board mill, Frövi's production is geared primarily to coated cartonboard. Frövi Liquid is a liquid carton board sold only to TetraPak, and Frövi Carrier is used for food packaging and multipacks.

One Carrier application for food which demonstrates the benefits of the board is a pack for Riso Gallo in Italy. The company had previously used



Frövi is one of the largest producers of cartonboard in the world

white lined chipboard for its rice, but was convinced that Frövi's board could best meet its own requirements and those for food packaging of the Italian government.

Switching to Carrier has meant 20 per cent weight savings for Gallo. The 400gsm kraft board can provide the same stiffness as 500gsm chipboard, and better stackability means that shrinkfilm can be used instead of corrugated outers for transit.

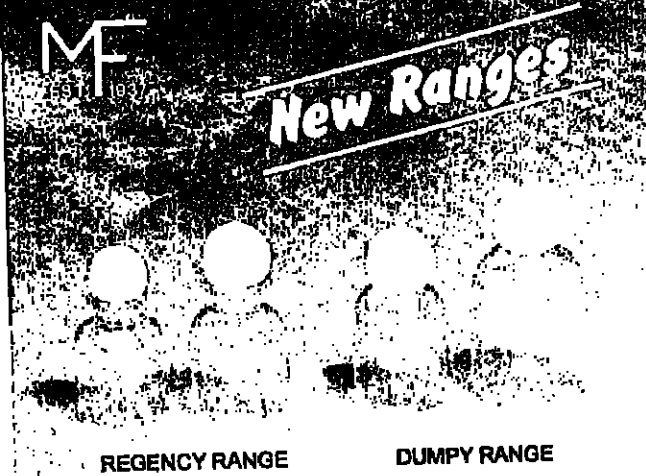
High tear strength also meant that the board could accommodate an easy open pouring spout in the side of the pack. Inner bags could be discarded since there is no migration of odour or flavour from the board. The mill has been active in promoting the benefits of its board for specific applications. "Having the right material is not enough. You need to be creative to gain radical cost savings and efficiencies," says Mr Quarnström.

Another example of this creativity is a carton produced for Beiersdorf ag using Carrier rather than folding box board. The larger cartons used as standard for various kinds of plaster have allowed the German company to make large material savings.

By using sizing rather than wet strength additives, Frövi claims to make its Carrier much simpler to recycle. An improved coating is also said to yield a better printing surface. Unbleached kraft pulp not



Frövi Carrier board was used for this pack for Riso Gallo in Italy



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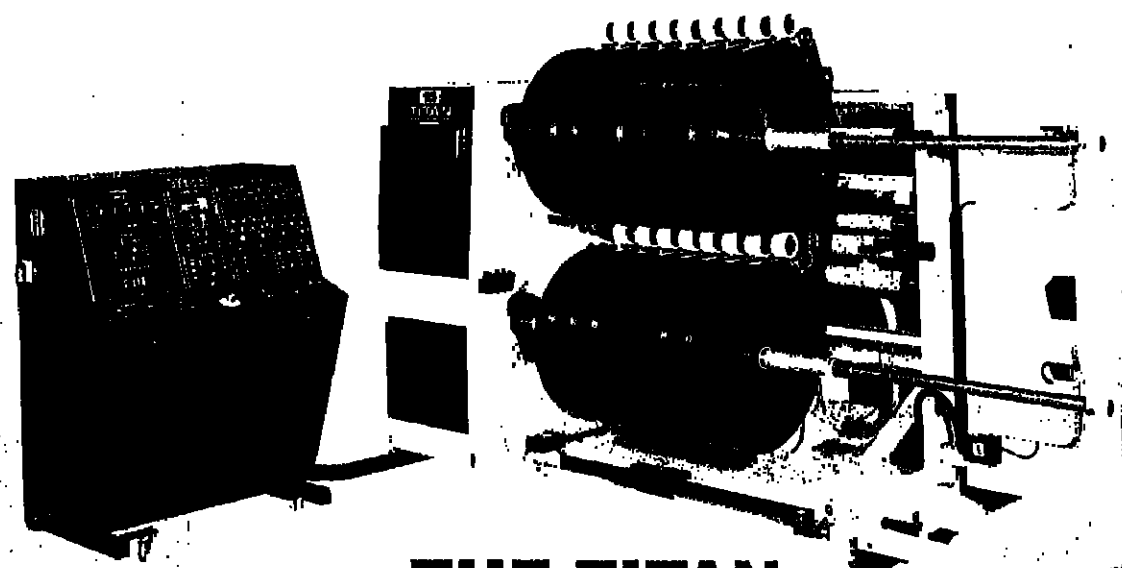
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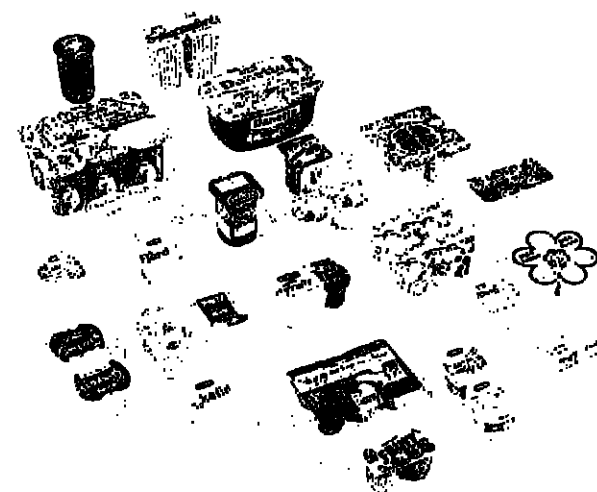
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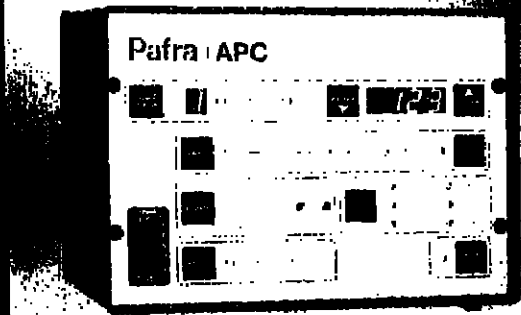
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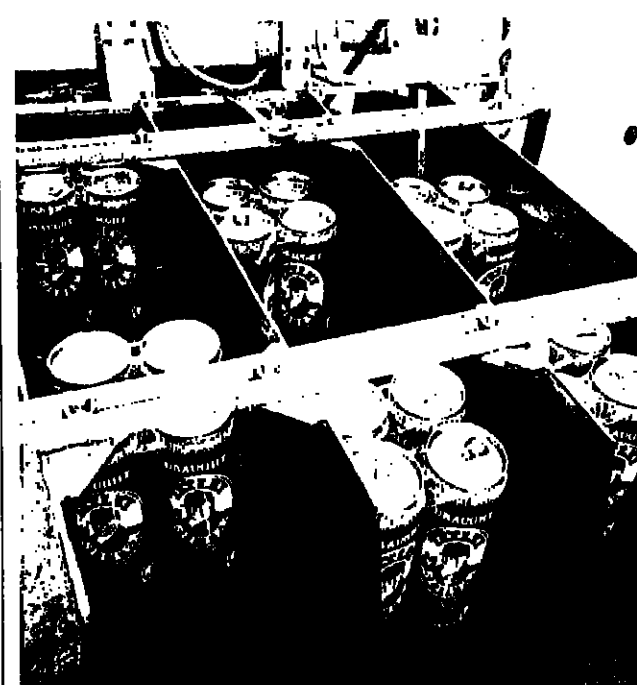
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8

NEWS

Widget technology in application



273 M produces 4-packs of brands such as Draught Tetley Bitter

Hi-Cone carrier applying equipment is now in operation at Ind Coope's development line at the brewery's plant in Burton-on-Trent.

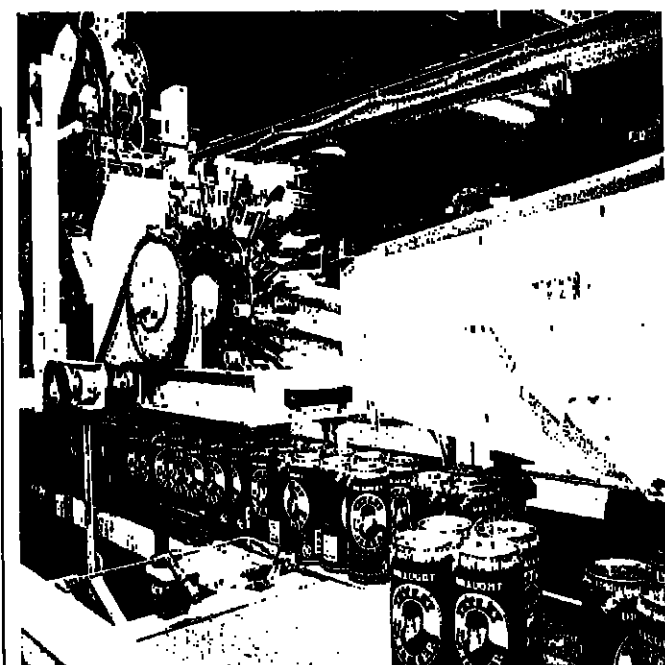
A Model 273M machine has been installed on the factory's line 4, which is designed specifically to produce and pack draught beers in cans. Using the 'widget' technology, the 500ml cans are filled, sealed and then pasteurised before moving onto the Hi-Cone applying machine where the plastics ring can carriers are applied.

The line, which handles well known brands such as Tetley Bitter and Tetley Mild, is producing 6 x 4 collations which are then shrinkwrapped

before distribution, says ITW Hi-Cone (Cookham Road, Bracknell, Berks RG12 1RB - tel: 0344 860166, fax: 861869). The applicator is capable of speeds of up to 1200 cans a minute, says the company.

"We have Hi-Cone applying machines on two other can filling lines in the factory and we believe the system is an extremely efficient one," says Ind Coope Burton Brewery's packaging manager. "Our canned draught beers have become particularly popular and throughput on this line has to be kept as high as possible. The ITW machine has proved very reliable."

For further information K11-115 Call for details 0839 772268



The Model 273M Hi-Cone applying machine installed on the line

Race winner

Lucky winner of the *Packaging News* and Prestek competition that ran throughout the PPMA show in September is Mr TS Catchpole, who is an engineering superintendent at RHM Foods Ltd in Andover, Hants.

Mr Catchpole's winning card was chosen from over 200 entries which allows for a full day's racing at the famous Jim Russell British Academy of Motorsport at Donnington Park. The day will include single seater and saloon car racing and we wish Mr Catchpole a happy day's motoring...

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NEWS

Two codes for the price of one

Foil ribbon usage has now been halved and machine downtime further reduced on the SmartDate thermal transfer overprinter from Prestek Ltd.

The company claims that for a typical batch/best before end date coding requirement, more than 200,000 codes can now be printed between ribbon changes. As a result, downtime for ribbon changes can be reduced by over 90 per cent compared to traditional hot foil coders, says the company (Highfields Science Park, University Boulevard, Nottingham NG7 2RQ - tel: 0602 253220, fax: 430153).

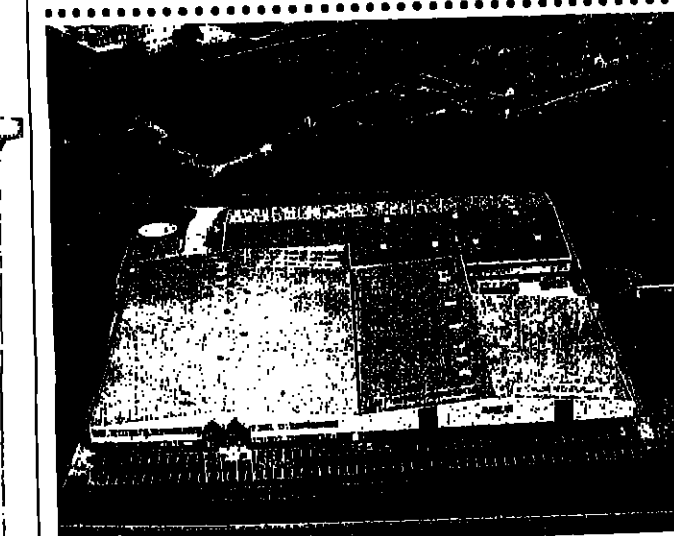
Considerable savings can also be achieved on consumable costs through halving the foil ribbon used.

The SmartDate interlaced print feature allows two codes to be printed using the same amount of ribbon usually devoted to just one. Although contrast is lower by comparison, the integrity of each character is unaffected.

According to Prestek, the new feature allows companies to select from two different standards of print, depending on the particular requirements of an individual product or pack. Alternation between the two print modes can be carried out at the touch of a button and the required print setting can also be preprogrammed for specific products within the SmartDate database.

The company anticipates that interlaced printing will appeal particularly to high volume packaging lines such as snacks and confectionery whereas premium packaging for cosmetics or pharmaceuticals may select the full resolution finish. "The feature provides additional cost and time savings without any significant reduction in print quality," says Graham Podmore, sales director at Prestek.

For further information K11-136 Call for details 0839 772268



Amcor Packaging's corrugated box plant at Mold, North Wales

£25 million corrugated plant

Amcor Packaging (Europe) Ltd officially opened its corrugated box plant at Mold, North Wales, last month. The £25 million facility is said to represent another major landmark in Amcor's European expansion. The 21,000sq m plant has

a 70,000 tonne capacity which matches that of its sister factory in Cambridgeshire.

The plant was commissioned in the first quarter of the year and officially opened by Mr Athol Lapthorne, chairman of Amcor Ltd.

Random item conveyor

A stainless individual roller accumulating conveyor from Italian manufacturer Sorind srl is now available in the UK.

Items of random size and weight can be accumulated on the Soft Touch conveyor system, consisting of separate segments on a central shaft.

When any obstacle is applied to progress of packs or products on the conveyor, the effective torque is reduced to zero, ensuring that line pressure is reduced to a minimum so that no damage is done. The system can be used to handle multiple

rows in parallel.

The conveyor was shown at the PPMA show by UK agent WES Installations Ltd (91A Furtherwick Road, Canvey Island, Essex SS8 7AY - tel: 01268 696737, fax: 685880).

"We have been particularly excited by the reaction of prospective buyers showing interest in both the competitive pricing and the potential of the conveyor," says Sorind general manager Gian Bernabei.

For further information K11-135 Call for details 0839 772268

9

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Rice puds in easy open cans

CPC (United Kingdom) Ltd is introducing its range of 150g single serve, Ambrosia Rice Puddings in cans with a white Ferrolite coated, easy open end, produced by CarnaudMetalbox Foodcan Group (Woodside, Perry Wood Walk, Worcester WR5 1EG - tel: 0905 762000, fax: 762357).

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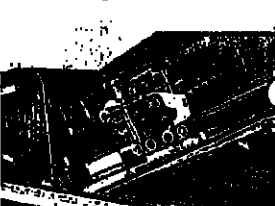
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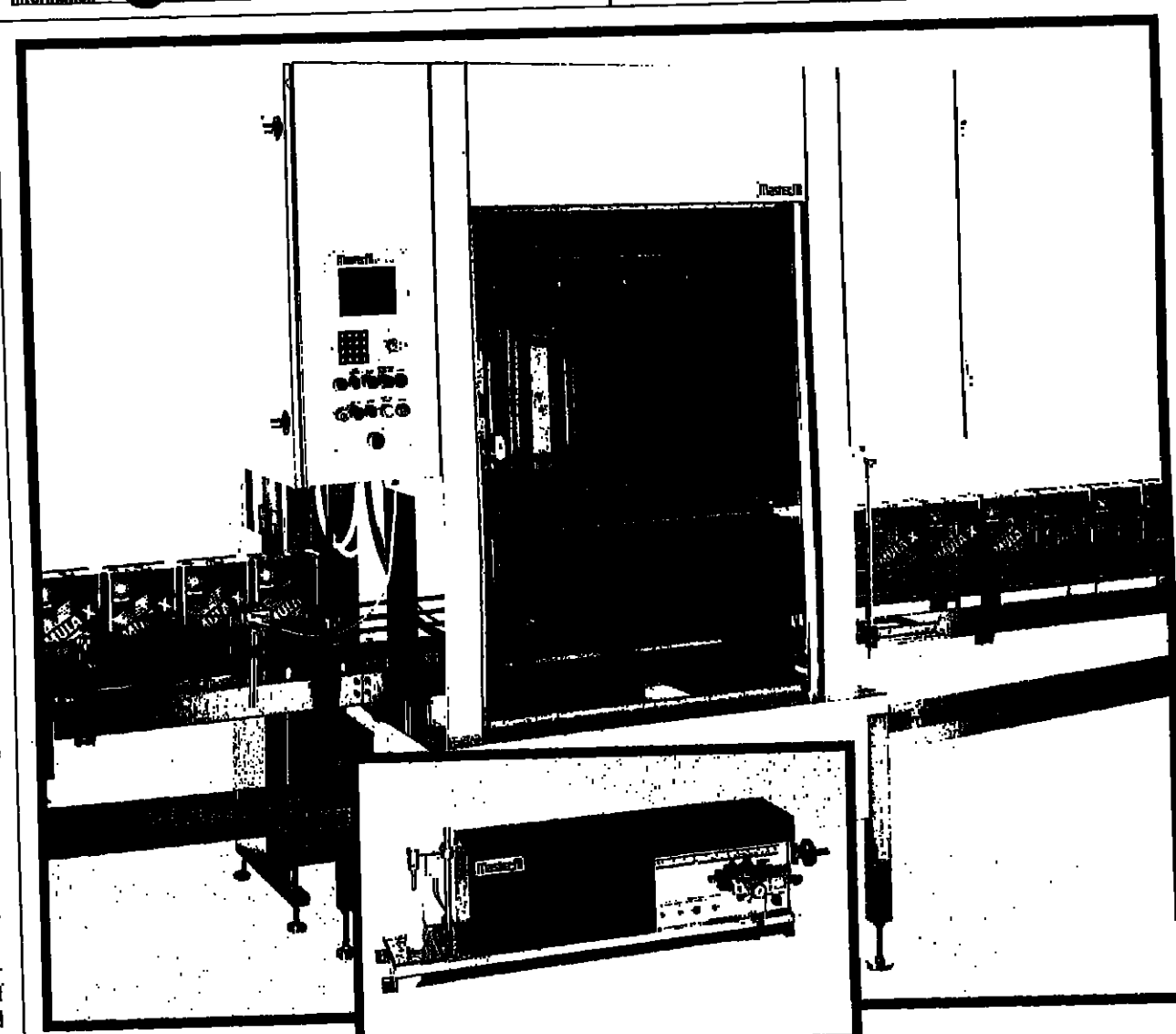
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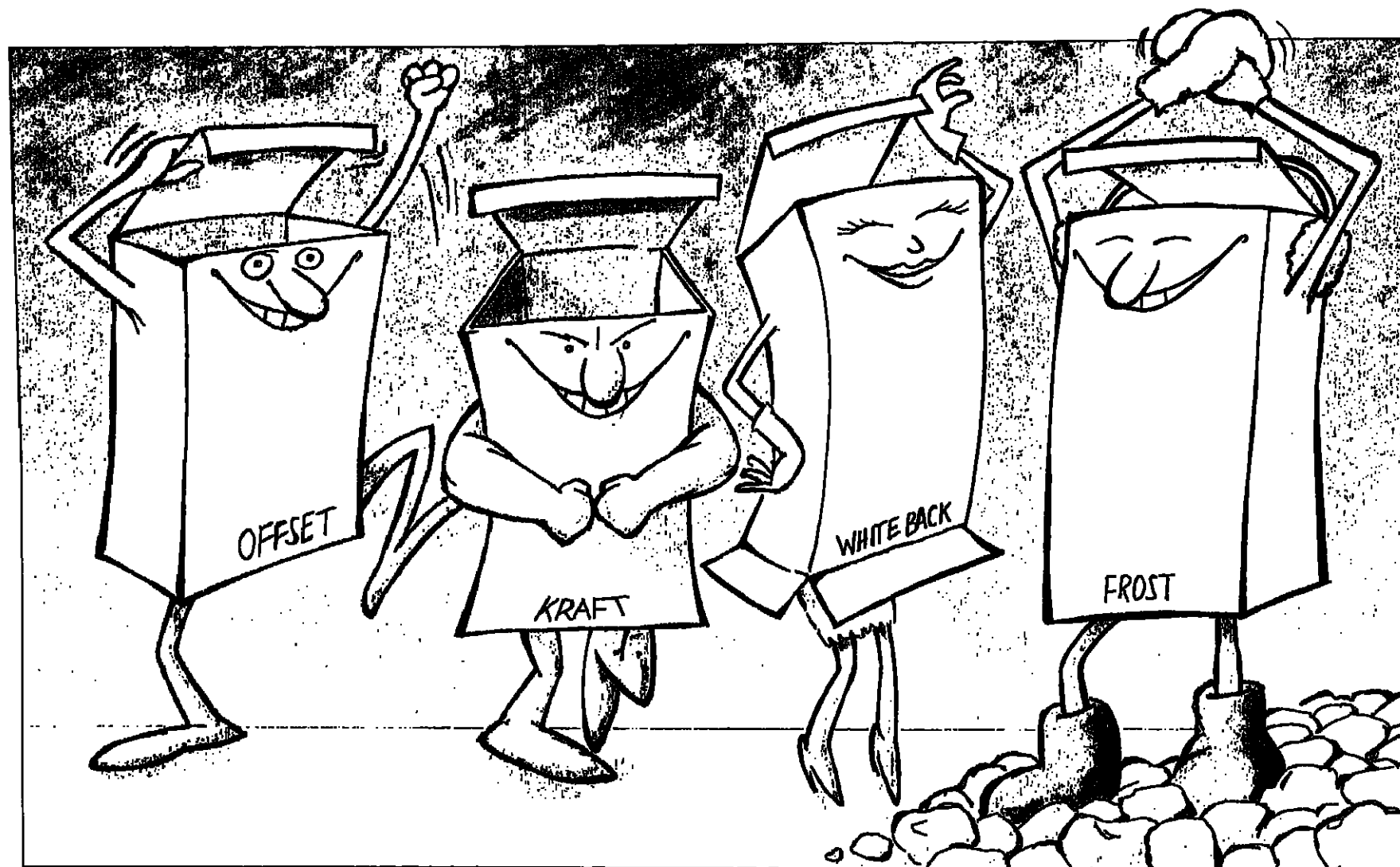
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Fiskeby first to get ADAS Accreditation



Fiskeby Board, leading producer of recycled cartonboard for the food industry, is the first European Board Mill to obtain ADAS Hygiene Accreditation. Demand for better hygiene control in the food industry has increased. This includes all stages in the product chain, including packaging suppliers.

Fiskeby has recognised this need, and working with ADAS, has developed routines to ensure that all the Mill's production and packaging operations meet the ADAS requirements. This process has culminated in Fiskeby achieving ADAS Food Hygiene Accreditation in October 1994.

Fiskeby Multiboard is a range of 100% recycled boards, combining high quality with low environmental impact. Multiboard is based on first-generation recycled fibres, giving strength and consistency to meet your packaging requirements. Try Fiskeby, try Multiboard!

MULTIBOARD

Fiskeby Board AB

Fiskeby Board Ltd, Suite 8, Lloyd Berkeley Place, Pebble Lane, Aylesbury Bucks
Tel. 01296-26219, Fax 01296-82682



Fiskeby Board produces board from recycled fibres, with the brand name Multiboard. The Mill can offer a broad range of qualities, including Barrier Grades from the Mills PE extruder. Fiskeby Board, located in Sweden, is a part of Riverwood International, one of the world's leading producers of packaging board.

Call on 0839 772268 or enquiry number K11-401

Dylon stain remover range featuring raised tactile warning labels

Strong colour a priority

Full length labels have been produced for a range of Dylon International stain removers, with strong, coordinated colours and tactile warning as priority features.

Point of sale appeal depends largely on the strong background colours of the three labels used in the range. Five colour letterpress printing plus varnish is used by convert-

er Labeltech (Crill Road, Witham, Essex CM8 3BJ - tel: 0376 501144, fax: 510979), which worked closely with both Dylon and the plastics moulder to achieve the best match possible between labels and closures.

"Use of strong, striking colours on the labels is an essential element," says Dylon senior brand manager Stephanie Henry. The bottles and closures are made by FL Plastics (20 Roberts Way, Bowdhorpe Ind. Est., Norwich, Norfolk NR5 9JF - tel: 0603 740241, fax: 740536).

FL PLASTICS:
For further information K11-139 Call for details 0839 772268

Labeltech:
For further information K11-140 Call for details 0839 772268

Sweets into pet pots

Equipment for packing pet jars with confectionery has been supplied to Needlers, Hull, by G Webb Automation, using a rotary system and multihead weigher combination.

Based on Webb's RP250 Rotoplant rotary filling machine, the line has been supplied to handle a range of pet containers. Filling of the twist wrapped sweets is at speeds of up to 40 containers a minute, with product dosed from a Yamato ADW-508MD multihead weigher above the filler.

Jars are scroll fed via infed star-wheels into a central turret, where they are positively located and indexed round to the filling station. Sensors register the presence of containers in the filler, and then track them, so that product is not unnecessarily discharged.

The jars are filled as they arrive at the filling station, with product deposited from the multihead and a vibratory streaming tray. The container is also made to vibrate, helping product to settle.

This method means that maximum transfer time is given to ensuring that all discharged product enters the jar, since

streaming and vibration continue for the five remaining stations on the filling turret, says Webb (Link Industrial Estate, Howsell Road, Malvern Link, Worcs WR14 1TF - tel: 0684



The RP250 with Yamato multihead weigher

892929, fax: 892880).

A single control unit can be used to operate both multihead and filler. The mobile panel will store filling parameters for different jar sizes and products, including vibration frequency, conveyor speed, index speed and weigher synchronisation.

There is also access to full diagnostics if necessary, including information on line status. Any malfunction will activate an alarm.

For further information K11-139 Call for details 0839 772268

Economical inkjet

Ease of use combines with economy and flexibility in the latest cascading inkjet printer from Cueprint, launched at the PPMA Show.

The Apollo comes into the market at half the price of Cueprint's established cascode - the Classic - offering variable and standard barcoding together with alphanumeric text capabilities. Up to five lines of print are possible, says Cueprint md Tony Coleman.

Repeat success

Mr Coleman tells PN he hopes the Apollo will repeat the success of the Elite, because it can be moved from line to line. While the Classic is designed for fixed installations, Cueprint aims to provide more versatility with the Apollo.

Possible combinations include text and barcodes from

the lower printhead and text only from the upper head. With the established system, which combines two heads in one, this is not possible.

Wysiwyg screen

The printer can be pc controlled, has a wysiwyg screen and can generate good quality graphics, says the manufacturer (which is based at Compton Place Business Centre, Surrey Avenue, Camberley, Surrey GU15 3DX - tel: 0276 691730, fax: 686895).

Half inch, one and two inch printheads can be interchanged to give barcode standards equivalent to those achievable with the Classic, says Mr Coleman. The system will print at speeds of up to 1m a second.

For further information K11-137 Call for details 0839 772268

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Call on 0839 772268 or enquiry number K11-439

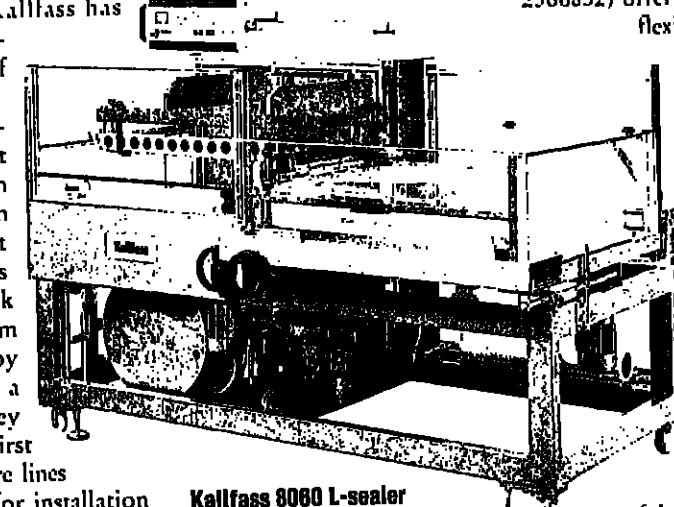
Huge L-sealer installation

In what is said to be one of the biggest multiline installation of fully automatic L-sealers, at Coolcore Processing's bakery plant, Lawco-Kalfass has taken responsibility for all end of line equipment.

With production due to start at the Milton Keynes plant in February next year, Lawco has chosen to work with Transnorm Systems, Graseby and Jadedech for a complete turnkey system on the first three lines. More lines are scheduled for installation during 1995.

Two fully automatic Kalfass Universa 8060 L-sealers in

the standard model and one high-lift version have been chosen, with 100mm and 200mm clearance



Kalfass 8060 L-sealer

respectively at the seal bar. The machines are capable

of speeds of up to 30 packs a minute, says Lawco (Lawco House, Vauxhall Rd, Liverpool L69 - tel: 0151 2371212, fax: 2366852) offering the speed, flexibility and reliability that a high throughput plant such as Coolcore's requires.

The multi-million pound plant investment will turn the 170,000 sq ft plant into one of the largest bakeries in Europe for Coolcore, a part of the Kears group.

For further information K11 126 Call for details 0839 772268

High output ffs for rigid containers

High output ffs equipment for rigid containers is now available in the UK from French manufacturer Arcil, offering simple running and control, reliability and productivity.

Accessibility is helped by the design of the equipment which puts no main components below the plastics web, and there are materials savings from being able to stop production for long or short periods without plastics wastage, says UK representative Remy Gimpel (Battersea Business Centre, 103-109 Lavender Hill, London SW11 5QL - tel: 071-350 2211, fax: 071-350 1645).

For further information K11 129 Call for details 0839 772268

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Packaging Focus 94 gives a glimpse of the industry's future

An opportunity for a glimpse into the future of the industry was offered by Packaging Focus 94 according to delegates and exhibitors alike.

Underlining the concentration of power among retailers and their suppliers, president of the Institute of Packaging Victor Watson told participants: "The packaging industry in the UK has responded successfully to these challenges and will continue to do so if it understands what changes are in the offing."

According to a delegate from Boots the Chemist, packaging development controller Chris Davenport, the mix of supplier meetings with workshops and other conference

sessions was very effective. "The opportunity to network with other delegates outside the strictures of the conventional business environment was an additional benefit," says Dr Davenport.

Exhibitors were equally positive, according to organiser Richmond Events (London House, 243-253 Lower Mortlake Road, Richmond, Surrey TW9 2LS - tel: 081-332 2422, fax: 081-332 0939). "It was three days well spent, and we will certainly be attending this event were it to run again in 1996," says David Taylor, sales and marketing director at Lawson Mardon Fibrenyle.

For further information K11 130 Call for details 0839 772268

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Growing beyond bottle polymers

Eastman Chemical Company has formally opened its recently modified plastics resin manufacturing plant in Hartlepool. The plant will service Eastman's Speciality Packaging Plastics Business Organisation (SPPBO) which separates speciality packaging plastics from the mainstream of rigid container plastics, allowing the company to focus on new growth beyond its core business of bottle polymers.

Earnest W Deavenport, chairman and ceo, says that the purchase and modification of the Hartlepool site demonstrates Eastman's commitment to packaging customers in the UK, Europe, Africa and the Middle East. "Where polyester resins are concerned, we're certainly not standing still."

Adding capacity

Eastman purchased the Hartlepool facility in 1992 to add manufacturing capacity for Eastar copolyester to better serve packaging customers and Spectar copolyester capacity to serve the display markets. The plant is currently producing both petg copolyester and pet.

"Now that modifications are complete, our Hartlepool facility has an annual capacity to produce 62,000 tonnes of polymer on three production lines," says Gerald P Morie, vice president and general manager

of SPPBO. Products produced at Hartlepool serve the following packaging markets:

- packaging for food, grocery and delicatessen products
- containers for beverages, foods and toiletries
- shrink sleeve film
- rigid medical packaging.

Ten new products have been introduced by SPPBO this year across the various market sectors including wine capsules. Further developments are expected in the food and consumer packaging areas, specifically foamed polyester. Business development manager Bob Schrader felt that this would happen over the next two years.

Another growing area is hot fill pet. Jack Sami, market manager Europe of the Container Plastics Business Organisation, cited iced teas and sports drinks as markets offering growth opportunities.

Speaking at the official opening of the plant, which is located on a 26 acre site, Mr Deavenport said that Eastman continues to be the world's leading producer of pet for packaging. In the UK, Eastman can be contacted at: Brindley House, Corner Hall, Lawn Lane, Hemel Hempstead, Herts HP3 9YT - tel: 0442 241171, fax: 241177.

For further information call 0839 772288



Covaplast in Spain has used Eastar petg as an alternative to pvc for shrink sleeve conversion. Sister company Sleeve prints the clear film in multi colours and then solvent seams one edge to form a tube for supply to many different end user industries

Putting a fresh seal onto peanut butter

Peelable foil has been used to provide a better freshness seal on jars of peanut butter in what is said to be the first UK application of the technology in this sector.

F. Duerr & Sons of Manchester has installed an induction heat sealer along with a capping machine and tamper evident sleeve applicator. This investment, totalling £200,000, backs up the introduction of the now classic tapered shape for its peanut butter jars.

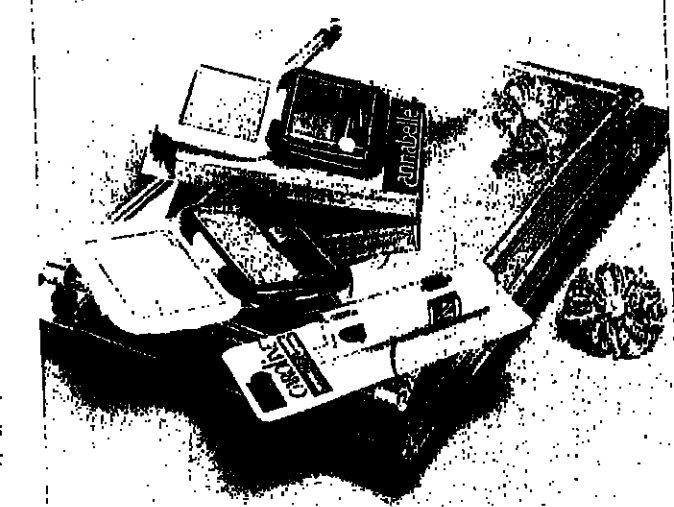
Like many other manufacturers of the product, Duerr's made the change from metal caps to pp, gaining the impact

and recognisability of different coloured plastics. But since oxygen can penetrate the pp and turn the spread rancid over time, Duerr's has decided to improve the barrier.

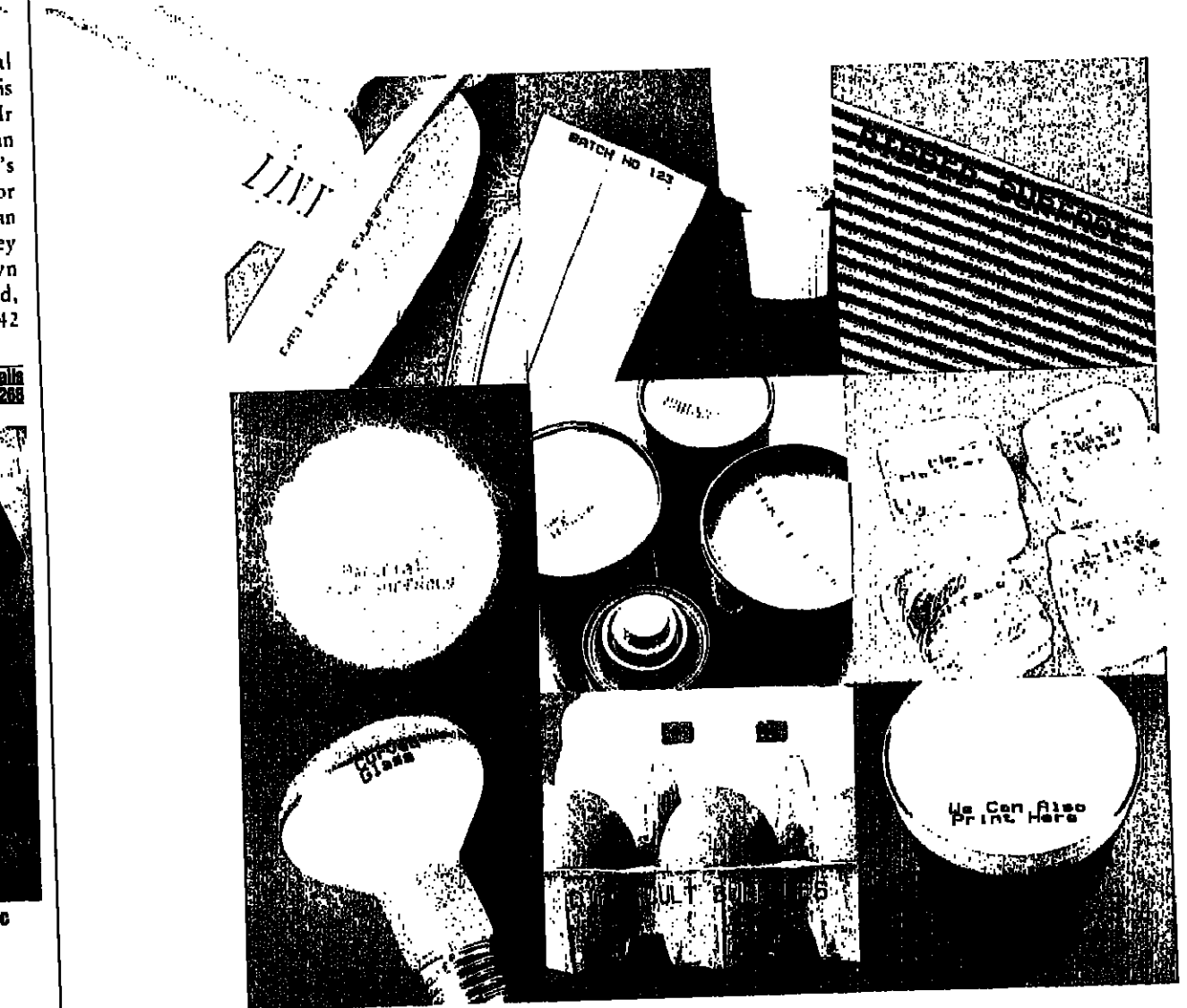
Coated foil

The coated aluminium foil is an integral part of the cap, with a seal formed after capping on an induction heat sealer from Enercon Ahlbrandt (64 Edison Road, Rabans Lane Industrial Estate, Aylesbury, Bucks HP19 3TE - tel: 0296 330542, fax: 432098).

For further information call 0839 772288



Kodak petg copolyester was supplied by Eastman to Klockner Pentaplast, for conversion into clear blister packs for Carolline and Annabelle makeup products from Regent Industries Ltd, Canada



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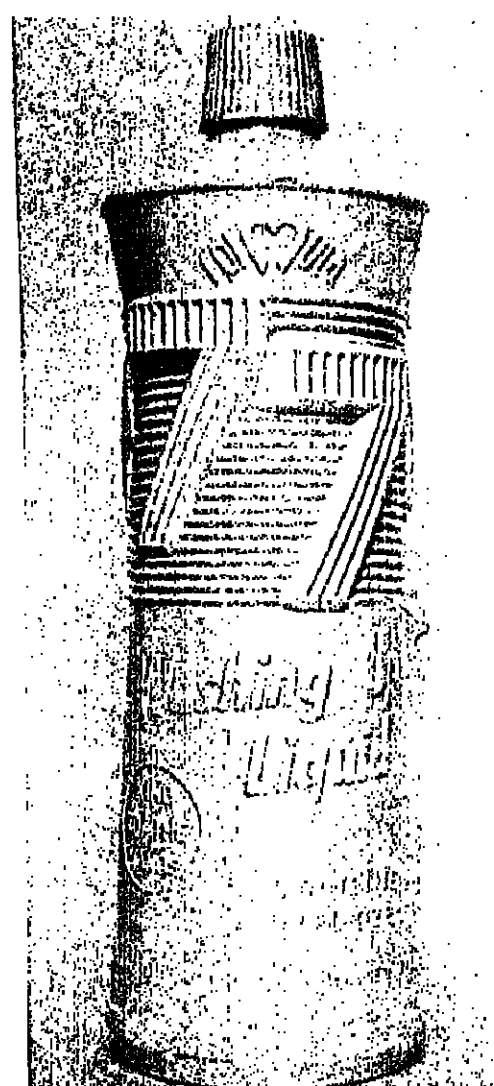
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PLASTICS TAKE CENTRE STAGE

Flared trousers were not the only thing to dominate the early 1970s. Plastics were making more and more inroads into markets once characterised by traditional materials.

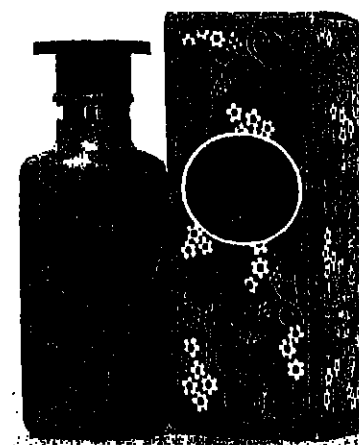


ENDOSSING WAS SEEN IN THE EARLY 70s ON MORE AND MORE PLASTICS BOTTLES

The front page of January 1970 saw the results of an Association of British Pharmaceutical Industry survey predicting that plastics would make heavy inroads into the markets currently held by glass for packaging pharmaceutical products. Pharmaceutical manufacturing companies considered that there would be an increase in the use of plastics for all types of inner containers currently used for their products. The survey also indicated an increased usage of single dose forms of pharmaceutical products, especially for tablets and capsules, complemented by a trend towards the use of both foil and plastics in strip packs and blister packs.

In the dairy sector, an interesting plastics development was launched in Holland. *PN* billed the installation of a line for the form, fill seal packaging of milk in thermoformed rigid plastics containers as a world first. The machine makers said at the time that the plastics half pint container could be produced at around the same cost as a waxed paperboard pack of a similar capacity.

The march of plastics was also seen in the meat sector in 1970. Transparent trays for meat products were being produced in the UK by Plastona which, *PN* forecasted, "would bring about a complete revolution in retail packaging of meats in this country." Retailing of yogurt was also changing, with Chambourey Dairy Products



AQUA MANDA: AN EXAMPLE OF EARLY 70s 'BACK TO NATURE' MIDDLE RANGE TOILETRIES



BLUE BAND MARGARINE WAS LAUNCHED ONTO THE MARKET IN THE EARLY 70s

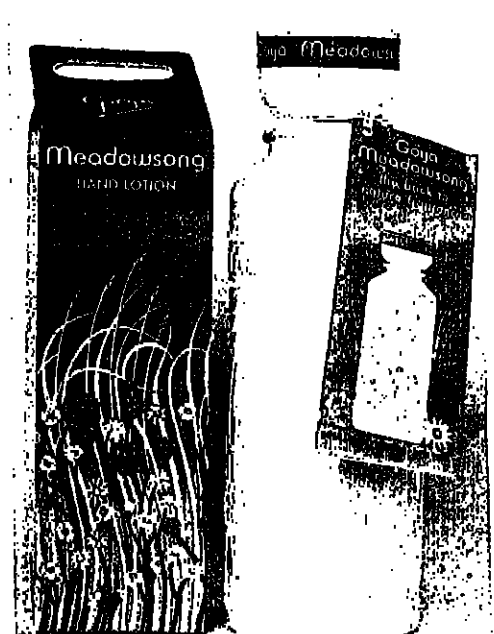
Ltd switching from aluminium foil and paper-board laminate pots to plastics ones for its range of ten pure fruit yoghurts.

If we thought that plastics milk containers were a product of the 1990s, think again. Back in the 70s, a plastics bottle blowmoulding, filling and sealing line was being installed at Lord Rayleigh Dairies in Essex.

Along with all this plastics substitution, the environmental theme was beginning to be seen in the pages of *PN*, as 1970 was the year of conservation. Under a banner headline of

'Conserve, utilise or destroy?', *PN* asked: Is it practicable to recover and recycle more waste packaging materials to slow down the rate at which the world's natural resources are being depleted or should more research be done on ways of making packages disintegrate quickly after they have served their purpose?

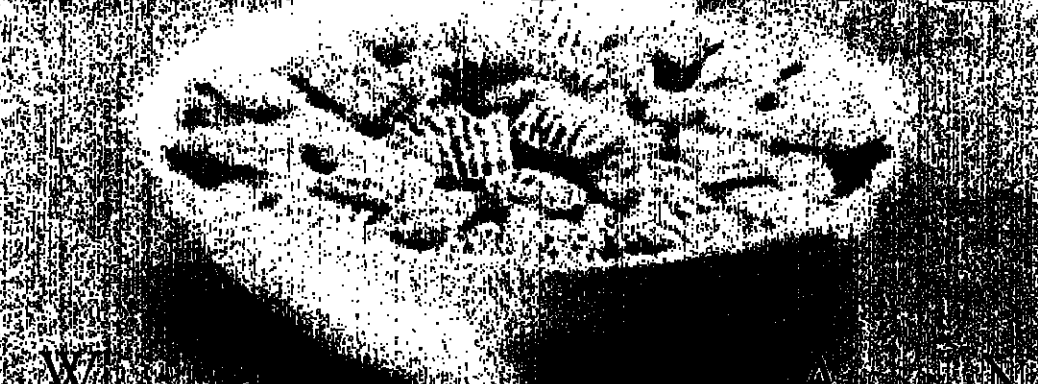
This thorny issue is, of course, still rumbling on today, but Raymond Silk, *PN* publication manager at the time, felt that packaging materials were among the most truly wasted items of all the materials the earth provides to mankind.



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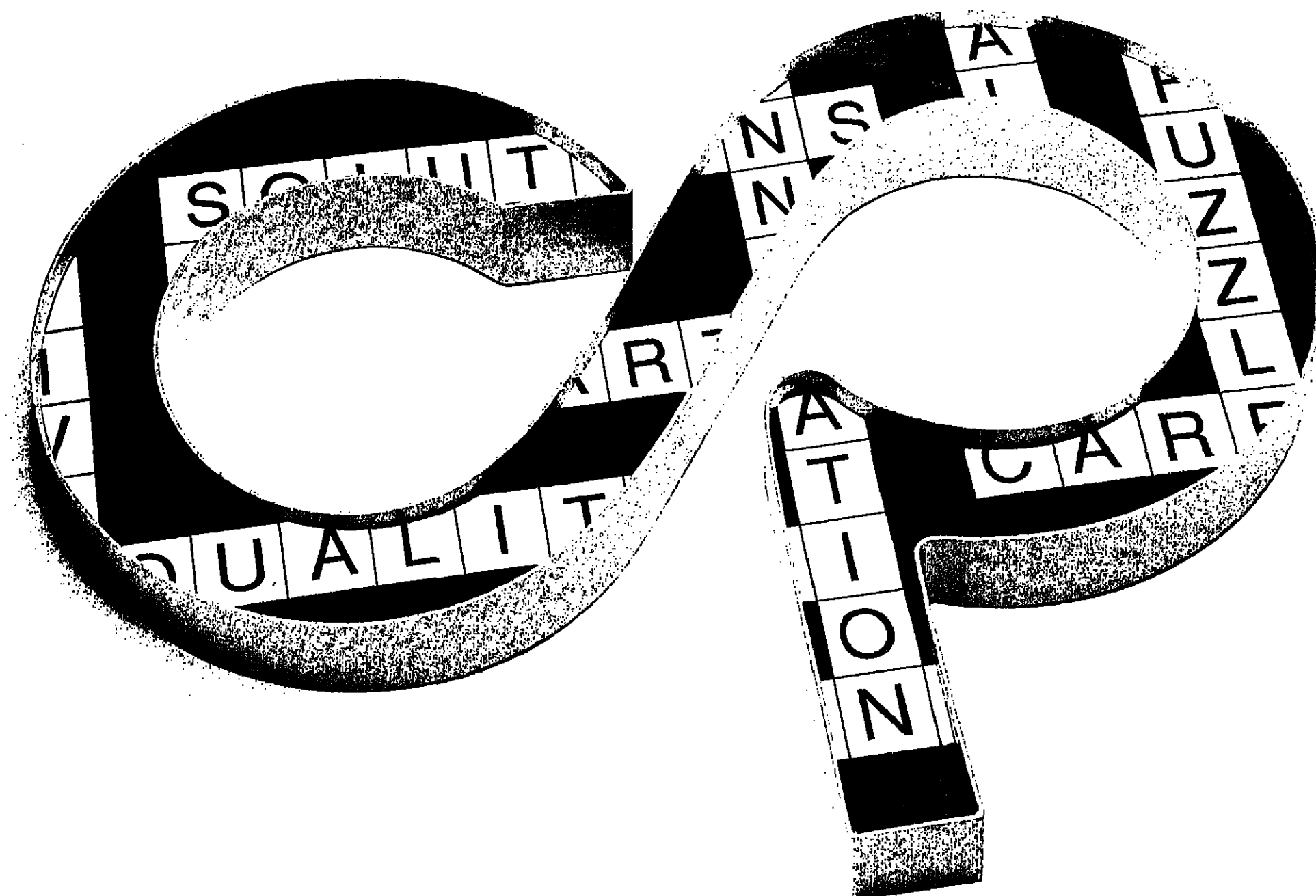
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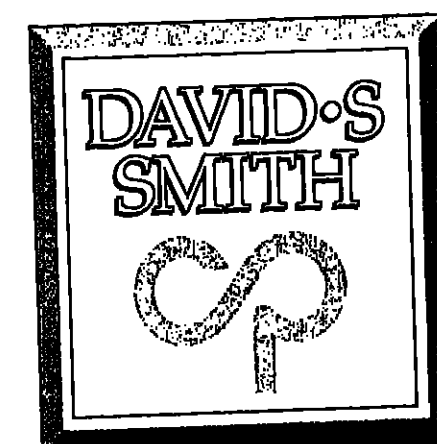
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31-4 October/November
International packaging machinery, equipment, materials and printing trade fair
Minsk, Belarus. Minskexpo-Moscow
Project Minsk 2200, 00, Belarus - tel: 7 017 2 60984

1 November
The Label Revolution
One-day seminar, Melton Mowbray. The Institute of Packaging - 0664 500055

1-3 November
Scan-Tech
Automatic identification exhibition, Chicago. AIA USA 634 Alpha Drive, Pittsburgh, PA 15238, USA - tel: 1 412 563 8588

3-6 November
IEEP
International exhibition for food processors, Los Angeles. Food Processing Machinery and Supplies Association, 200 Dunsmuir Road, Alexandria, VA 22314 2800, USA - tel: 1 703 684 1000

9-10 November
Northern Packaging Plus
Exhibition, ICC Old Trafford, Manchester. AES Events, 31 Brighton Road, South Croydon, Surrey CR2 6EB - tel: 081-681 6099, fax: 5511

9-16 November
Logistics '94
International trade show on materials flow control, Utrecht. Royal Dutch Fairs, PO Box 8500, 3503 RM Utrecht-Holland - tel: +30 955 911, or Overseas Trade Show Agencies - tel: 071-496 1551

11-15 November
ChinaPlus
International exhibition on the plastics and rubber industries, Beijing, China. Adsale Exhibition Services, 21/F, Tung Wai Commercial Building, 109-111 Gloucester Road, Wanchai, Hong Kong - tel: 852-511 0511

13-17 November
Pack Expo
International packaging exhibition with conference, Chicago. PMMI, 1343 L Street NW, 20005 Washington DC, US - tel: 1 202 347 2839

14-18 November
Salon de l'Emballage
International packaging exhibition, Paris Nord Exhibition Centre, Paris. SEPIC, 17 Rue D'Uzes, F-75002 Paris, France - tel: 33 1 4039 1529 or Promotions - tel: 071-221 3660

15-17 November
Scantech Expo Europe 94
Exhibition of food processing machinery, equipment, materials and printing trade fair, Paris. Adsale Exhibition Services, 21/F, Tung Wai Commercial Building, 109-111 Gloucester Road, Wanchai, Hong Kong - tel: 852-511 0511

15-18 November
Die and Mould Asia
Asian International die and mould exhibition, Singapore. Singapore Exhibition Services, 11 Manly Road, 15-16/17 Building, Singapore - tel: 65 338 4747

16-17 November
Resins & Pigments 94
Exhibition for the coatings industry, Copenhagen, Denmark. Jans Maas Omslag, FMJ International Publications Ltd, Unsworth House, 2 Quincey Road, Surrey RH1 1US - tel: 017 765511, fax: 765515

16-17 November
Future-Pak '94
International seminar conference on packaging innovations, Chicago, Illinois. George O. Schneider Associates Inc. - tel: (414) 739 0206, fax: (414) 812 0594

21-22 November
3rd European congress on packaging and the environment
Brussels Exhibition Centre, IBGE, Gulledelle, 100-B 1200 Brussels, Belgium, tel: 32 (0)2 775 75 75, fax: 32 (0)2 775 75 11

21-22 November
Principles of packaging
Course, Leatherhead. Pira International - 0372 376161, fax: 377526

22-24 November
Manufacturing Week 94
Exhibition including the Rapid Prototyping and Tooling Exhibition, NEC, Birmingham. Liz Scriven, Showcase Communications, 36 Fair Court Square, London SW5 9DD - tel: 071-381 2442

23 November
White goods - design for transit
Conference, Melton Mowbray, Pamela Creed, conference manager - 0664 500055

23-25 November
Interphex
International pharmaceutical, toiletry and perfume exhibition, Olympia. Reed Exhibitions - tel: 081-948 9840

28-31 November/December
Upakovka Tral
International packaging machinery and materials exhibition, Prague. Adsale Exhibition Services, 21/F, Tung Wai Commercial Building, 109-111 Gloucester Road, Wanchai, Hong Kong - tel: 852-511 0511

DIARY

16-19 February
ProPak Thailand 95
Packaging and food processing technology exhibition and conference, Bangkok, Thailand. Andri Montgomery Ltd, 11 Manchester Square, London W1 - tel: 071-486 1951, fax: 071-486 8773

16-19 February
Agrotech
Exhibition of agricultural technology, food processing and packaging machinery, Bangkok, Thailand. Thailand Exhibitions & Management - tel: 66 2 275 5313

21-25 February
PackIntec
Trade fair for packing and packaging technologies and processes, Milan, Italy. Centexpro, Via Canova 39, I-20154 Milano, Italy - tel: 39 2 331 9811

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Exhibition, Johannesburg, South Africa. Overseas Trade Show Agencies Ltd, 11 Manchester Square, London W1M 5AB - tel: 071-486 1951

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ProPak Thailand 95
Packaging and food processing technology exhibition and conference, Bangkok, Thailand. Andri Montgomery Ltd, 11 Manchester Square, London W1 - tel: 071-486 1951, fax: 071-486 8773

16-19 February
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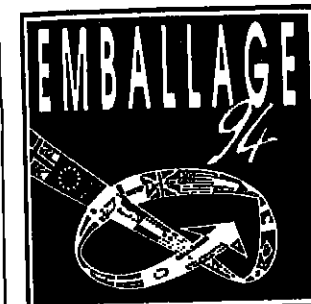
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EMBALLAGE

A greater proportion of packs and materials than predicted will be shown at the 31st Salon de l'Emballage exhibition at Paris-Nord Villepinte from 14 to 19 November. Winners of the pari Emballage International design competition will display prototypes as a focal part of this show which will fill 75,000sq m of stand space. Here we look at the French market, and preview just some of the exhibits.



**14-19 NOV. 94
PARIS-NORD
VILLEPINTÉ**

Materials will play a major part, as always, in the Salon de l'Emballage this year, with some of the most interesting innovations coming from the glass packaging sector.

Lightweighting for the French market has produced the Hyper bottle, which has a 75cl capacity with a weight of just 285g, some 25 per cent less than existing bottles of this size. The bottle is intended for standard and medium range wines.

Packs for the fragrance market have included a composite plastics/glass pack with different coloured plastics sections latching round a central glass bottle. There has also

been experimentation with simply-structured but highly decorated plastics packs for the luxury sector.

France has also played a leading role in seeking Europe-wide solutions to the problems of packaging waste. The Pack EE (Packaging and the Environment in Europe) project - part of the Eureka programme - involves research and development among 15 partner companies around Europe, with Pechiney taking the lead.

Though less renowned for its machinery, the French industry is establishing a name for itself in specific niche areas. Compact design, or the use of systems such as robotics which can combine different functions, are particular strengths of the industry, with French manufacturer/packers often being among the keenest to experiment with compact and modular lines.

For information, contact organiser in the UK Promotions (The Colonnades, 82 Bishops Bridge Road, London W2 6BB - tel: 071-221 3660, fax: 071-792 3525).

For further information call 0839 772268



Sleeve International's Blisleeve system for promotional packs

Automatic reel-fed sleeve system cuts costs

An Etsleeve line, including the EtsShrink unit, will be shown for the first time by Sleeve International, along with extensions to its sleeve range - including the Blisleeve - and a cross section of retail applications.

Etsleeve, the automatic reel-fed system, is designed to make the technology as easy to use and flexible as labelling, while also bringing the costs down when compared with

other sleeving systems. Pet and ps grades of shrink film introduced to answer new needs such as sleeves for complex container shapes, with different surface finishes, for tamper-evident applications or for protecting glass containers will be demonstrated.

Among the higher profile packs contributed to by Sleeve (5 Av. Arago, BP 27, 91421 Morangis Cedex, France - tel: 010 33 1 69096678, fax: 64489981) are the Perrier 90th anniversary bottles, seen in the UK, Sonic designs for HP Foods' bottles and a Hologram sleeve produced for Elseve de L'Oreal in Spain.

Stand: J60
For further information call 0839 772268

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PACKAGING NEWS/NOVEMBER 1994

PACKAGING NEWS/NOVEMBER 1994

Blowmoulding square bottles

A fast output pet blowmoulding machine with quick parts changeover will be presented by French group Sidel and shown producing square-profile bottles for mineral waters.

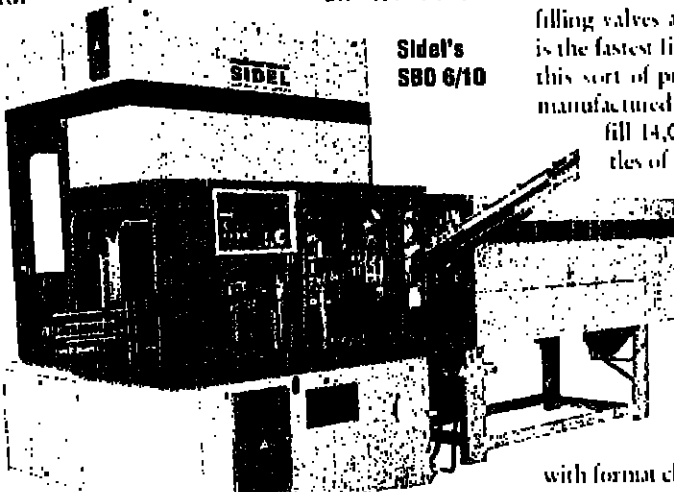
The SBC 6/10, a bi-orientation blowmoulding machine fitted with six moulds and a touch sensitive screen, will be shown for the first time producing square 1.5 litre bottles at speeds of up to 1200 an hour per mould.

Production changeover times can be halved with the quick parts change system. As an example, Sidel cites a reduction from

two and a quarter hours to one hour for two technicians to change bottle capacities without changing necks.

Overall, the productivity of all its blow-

Sidel's
SBO 6/10



machines will also be shown. Stand: 5F30

For further information K11 Call for details 0839 772268

Lugs protect tamper evident rings

A system which protects tamper evident rings with internal lugs, so allowing safe handling on automatic capping equipment and low torque unscrewing, will be shown by Belgian company Resibel.

Cap manufacturer and induction sealing specialist

Resibel will be showing the snap ring as well as ratchet versions of its 63mm ASTM caps, already being used by manufacturers. The range has now been added to with 38 and 40mm versions.

Also shown will be the Flapper, a dispensing solution

for dry products from the US Weatherchem Corporation, distributed exclusively in Europe by Resibel (Schroevenlaan 15, 2660 Hulbroek, Belgium - tel: 010 32 3 8304000, fax: 8304849).

Stand: G100

For further information K11 Call for details 0839 772268

Attaching handles to multipacks

A unit for attaching carry handles to multipacks will be shown by French company Cefma, with strong adhesion to plastics or fibre.

Usable with products as diverse as water, milk, fruit juice, cans, washing powder and yoghurts, the 501P will fit handles with a carrying strength of 20 kilos. They can be fixed to the top or side of the multipack.

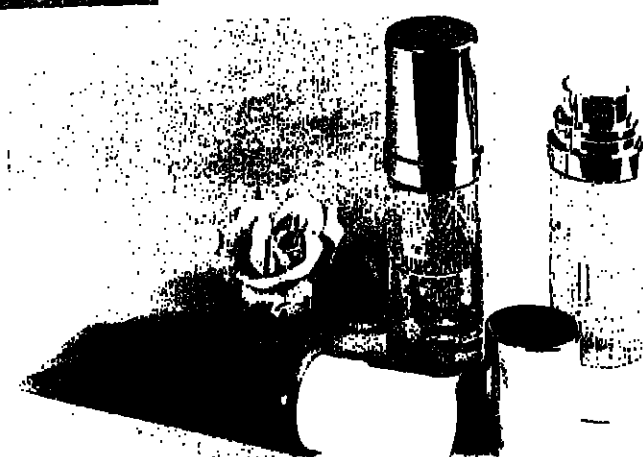
Up to 90 handles a minute per lane can be attached using the rotary blade system, and the unit as a whole is very compact at 1000mm x 1000mm, says the manufacturer (7 Rue George Melliès, 69680 Chassieu, France - tel: 010 33 78901369, fax: 78901596).

Tape and labels are dispensed from the main chassis of the machine where the electric and control unit are housed. Batches of two, three, four or six cartons can be handled, as can bottles of between 50cl and 2 litres.

The French company is currently looking for an agent for UK representation.

Stand: 581

For further information K11 Call for details 0839 772268



Wiko will be showing a dispensing system for creams and sprays

A dispenser of few components

A dispensing system for cream and spray applications with a minimal number of components will be shown for the first time by German company Wiko Josef Wischerath GmbH, exhibiting with its French partner Europlastex.

An elastomer replaces a

metal spring in the CD System, which joins the closure and dispenser in a single unit. Working on a vacuum principle, the CD will dispense measured doses of creams or lotions and can be used on miniature sprays.

Wiko is represented in the UK by Englass Dispensing and Packaging Systems (Scudamore Road, Leicester LE3 1UG - tel: 0533 871371, fax: 312077).

Stand: F38

For further information K11 Call for details 0839 772268

BRUIERS

A WRAPAROUND packer and bottle separator insertion system will be shown by Kisters (tel: 0627 696765, fax: 696727). The 300/70 wraparound has an output of 70 packs a minute.

Stand: 5A110

A SHRINKWRAPPER in its TH60 series, just sold to Eden Valley for mineral water bottles, will be demonstrated by Dome (tel: 0635 298171, fax: 297936) along with examples of robot palletising. Stand: 5C20

Hotmelt savings

Energy savings and reduced maintenance for users of hand held hotmelt are among the benefits of a lower temperature system to be launched by Power Adhesives.

The Tee Lowmelt programme includes applicators and adhesives, using technology never before made available to the packaging industry. Other advantages include low odour and clean running.

Applicators have outputs of between 500g and 3kg an hour, adapted for use with the Tee-Bond LM44 adhesive. This has an application temperature of 120deg C, some 80deg less than existing packaging adhesives. According to Power, tests with different

fibre packs have been positive, with speeds and bond strength comparable with existing Tee-Bond formulations.

For colour coding, security sealing and batch identification, Power has Tee-Bond in black, white, red, yellow, blue and green 12mm sticks.

A prototype of the Tee 3100 hotmelt applicator will also be shown for the first time by Power (Unit 5, New England Industrial Estate, Gascoigne Road, Barking, Essex IG11 7LN - tel: 081-507 8433, fax: 081-507 8407). The applicator will use electronics to control application temperatures and have a housing which will give faster warm up.

Stand: OE78

For further information K11 Call for details 0839 772268

Barrier benefits

Among applications of its Barex resins to be featured by BP Chemicals will be bottles for Rose Cardin perfumed products, showing the material's high barrier.

According to David Lanchbury, Barex European business manager, for products such as Rose Cardin's deodorant and body lotion, Barex gives the benefits of chemical resistance to fragrance, while also offering an attractive high gloss. The material is compati-

ble with the majority of essential oils products.

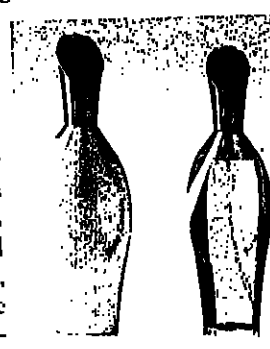
BP will be stressing the versatility of the resin, as well as its good gas, odour and flavour barriers. It gives the highest barrier of any single layer material, says BP (Belgrave House, 76 Buckingham Palace Road, London SW1W 0SU - tel: 071-581 1388, fax: 071-581 6411), and can be converted as a

mono- or multi-layer film or moulded.

Just developed by BP is an application of Barex, which is approved by the EU and FDA for direct food contact, for a sauce bottle.

Stand: F39

For further information K11 Call for details 0839 772268



Bottles in Barex resin

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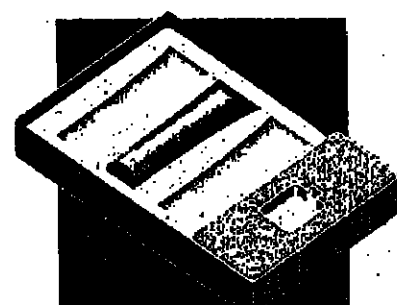
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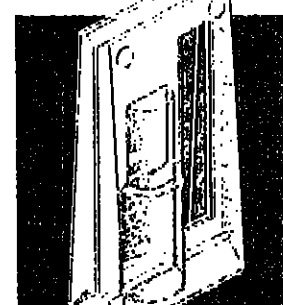
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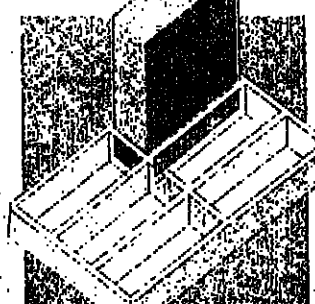
Cosmetic Inserts



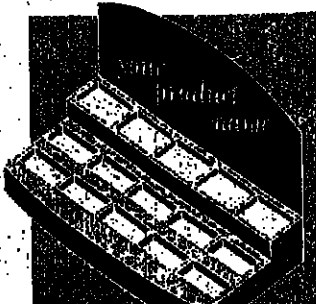
Pharmaceutical Packs



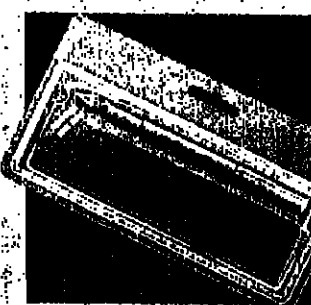
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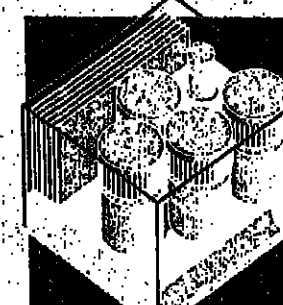
Collation Trays



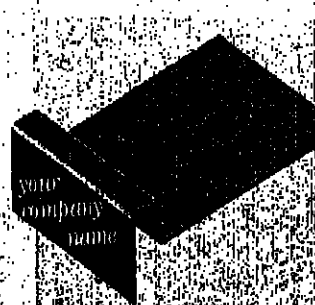
Point of Sale Displays



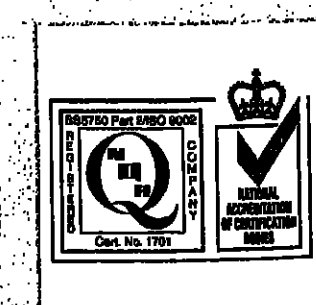
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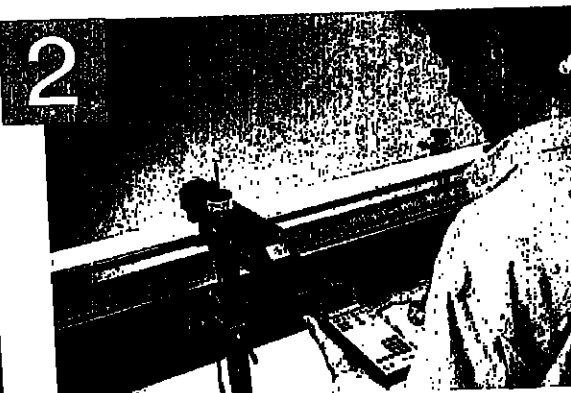
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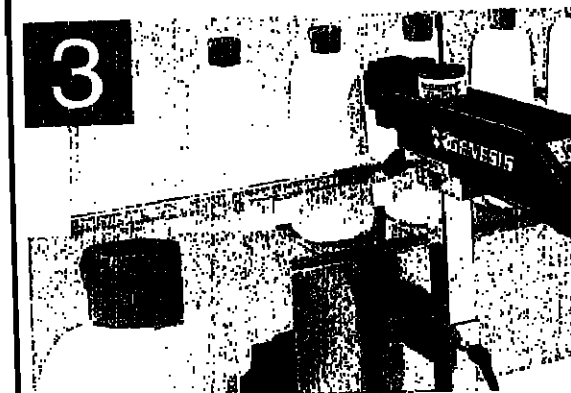
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Making a bigger profit from design

The 1994 Design Effectiveness Awards, presented on 27 September, included four packaging categories. The scheme, organised by the Design Business Association and judged by a panel of senior industrialists and business analysts, is unique in rewarding design work on the basis of commercial effectiveness.

Entries had to demonstrate beyond reasonable doubt that the design investment had resulted in tangible improvements in sales, productivity and customer attitude, thus contributing to profit rather than cost.

The branded food and drink category was won by Springett Associates' work for Friji, a new brand of fresh milk shakes launched by Dairy Crest in the run-up to its flotation. The company already had such a range, called American Classics, but this had very limited distribution and low consumer

awareness.

In March 1992 Springett was briefed to produce designs that would create a forceful new brand with a strong personality different from anything else on the market. The product's visual presence should be strong enough to sell it to retailers and then convince

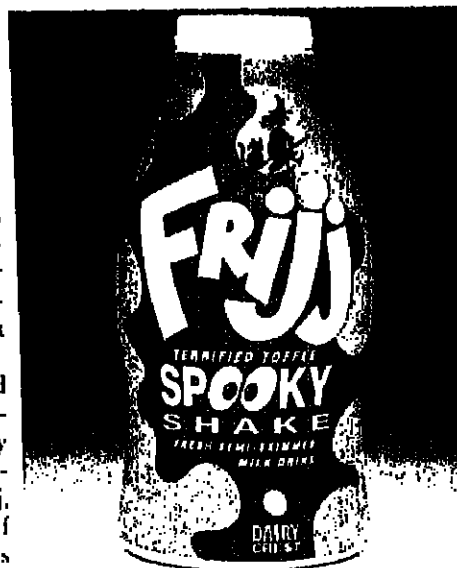
all ages but particularly the young. It should also reassure parents and adult purchasers by emphasising the product's semi-skimmed milk content.

The client's goals included gaining listings in one extra multiple at launch, and achieving a 19 per cent share of the grocery market, 44 per cent distribution and an £11 million turnover, all by 1995.

Dairy Crest agreed with Springett's idea that fun and wit should be the key to the new brand personality. A bold, irreverent Friesian cow motif was chosen. The designers developed a completely new flask-shaped bottle that felt substantial and chunky to hold, and applied the Friji identity in a shrinkwrapped sleeve so that the branding could cover the whole pack rather than just a central band or label.

Once launched, Friji not only took consumers away from competitors but also enlarged the total market. It became market leader, taking 14.7 per cent of the overall market in only seven months. Friji rapidly gained listings in all the major multiples, and by October 1993 had achieved 32 per cent of the grocery market and

sumers largely on appearance. The design should be powerful enough for a brand leader, and should appeal to consumers of



Friji: versatility of design allows variants



Winning own brand non-food was Somerfield Medicines: vibrant colours gave on-shelf impact

80 per cent distribution. The desired £11m turnover had been achieved by early 1994.

Friji sales hit their highest point in October 1993 when a limited edition Spooky drink, introduced for Halloween, sold out of every outlet.

The other branded food and drink finalists were Lewis Moberly's redesign for Bahlsen's Selection assorted biscuits, which reversed the product's decline and exceeded

sales and profitability targets by 50 per cent in year one, and Springpoint's new identity for James White Apple Juice, which repositioned the drink and doubled its value sales in the first two years.

The own brand food and drink award was carried off by the Boots baby food range, with a new identity created by Newell and Sorrell. With the birth rate declining since the late 1980s, partly due to the

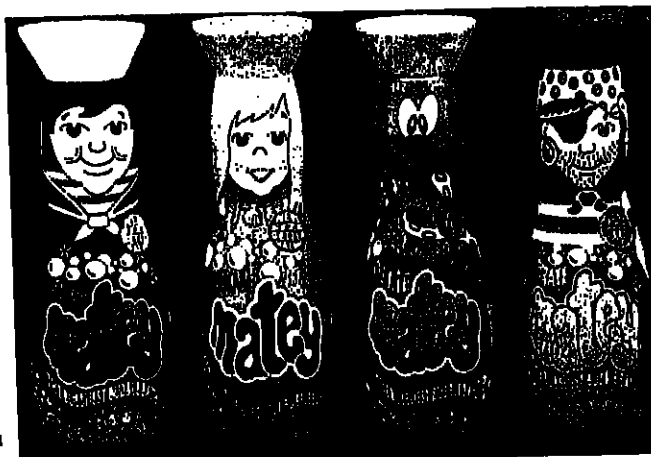
recession, Boots wanted to expand its market share through aggressive brand development based on a packaging redesign programme.

In 1990, Boots decided to relaunch its baby food range with a new identity, to establish it as a 'real' brand in its own right and dissociate it from any negative connotations that a retailer own label or own brand product might have. At the same time, Boots wished to

develop two premium sub-brands because competitor Cow & Gate's Olvarit brand had shown that consumers were still prepared to pay premium prices if the product offering and brand image justified them.

The design brief for the standard range was to project a healthy, nutritious and appetising image while including some lighter elements to reflect the nature of the consumer and the purchaser. A simple but effective colour coding system was needed to indicate the product's age suitability. The design had to reinforce the quality and health message.

The premium Mothers Recipe range, unique in that at least 50 per cent of its ingredients are organically produced, needed a graphic identity that incorporated the brand values established by Boots' presence in the healthcare market, supported Boots' positioning as a 'greener' retailer, and showed Boots as an innovator in the baby food market. The design had to differentiate this premium sub-brand clearly from the



Mothers: impact through branding, characters, colours and shape

main brand, and portray it as pure, wholesome, natural and tasty, while not undermining the standard range.

The other new premium range, Boots First Harvest, would be made from high quality ingredients, mostly grown using traditional farming methods. The design concept had to reflect this premium positioning and build on the strengths and successes of the standard and Mothers Recipe ranges, but be significantly different.

Newell and Sorrell's solution for the standard range focused on the ingredients to emphasise the nutritional benefits and product quality. The Boots logotype was used above the product name to suggest Boots values, and an information system was devel-

oped to help purchasers locate the age suitability, ingredients and nutritional value quickly and easily.

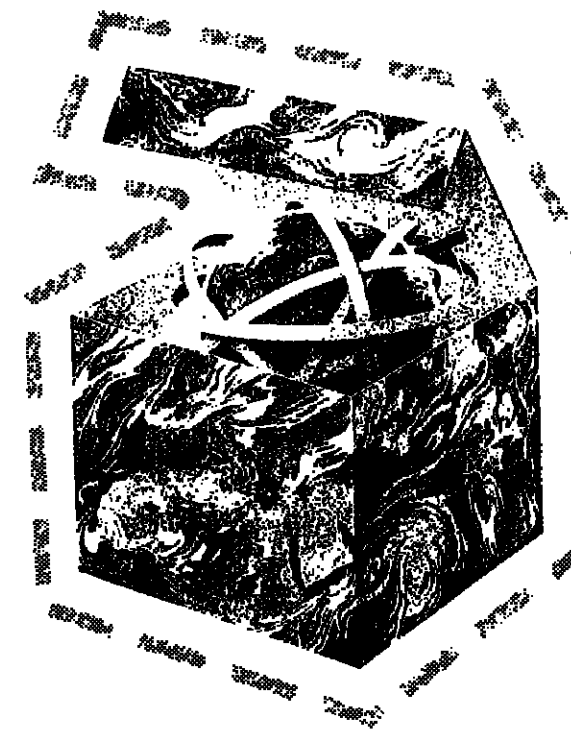
The Mothers Recipe design followed similar principles, with the vegetables enlarged and placed in a pattern round the pack to give the impression that the jars were packed full of top quality ingredients.

The design team helped generate the name for the First Harvest range and used a strong blue panel and blue cap to identify it immediately as a Boots brand and to give it strong presence on shelf. Quality and food appeal comes from atmospheric photography of fine, freshly picked ingredients, and the same information and colour coding system aids selection.

Since the launch of the new identity in 1991, Boots' shares in all sectors of the baby food and drink market have increased dramatically, from 2 per cent to 10.8 per cent; sales have increased at least sixfold, and profits have risen substantially.

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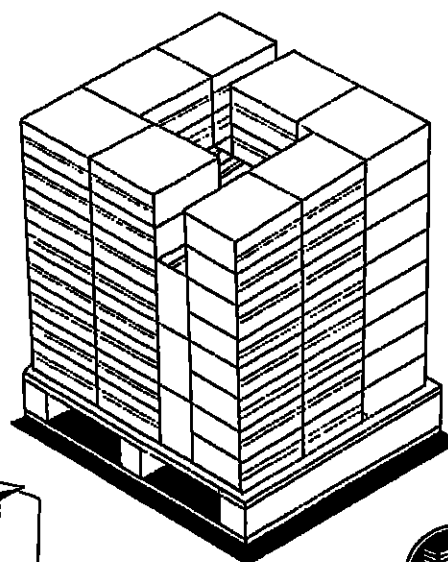
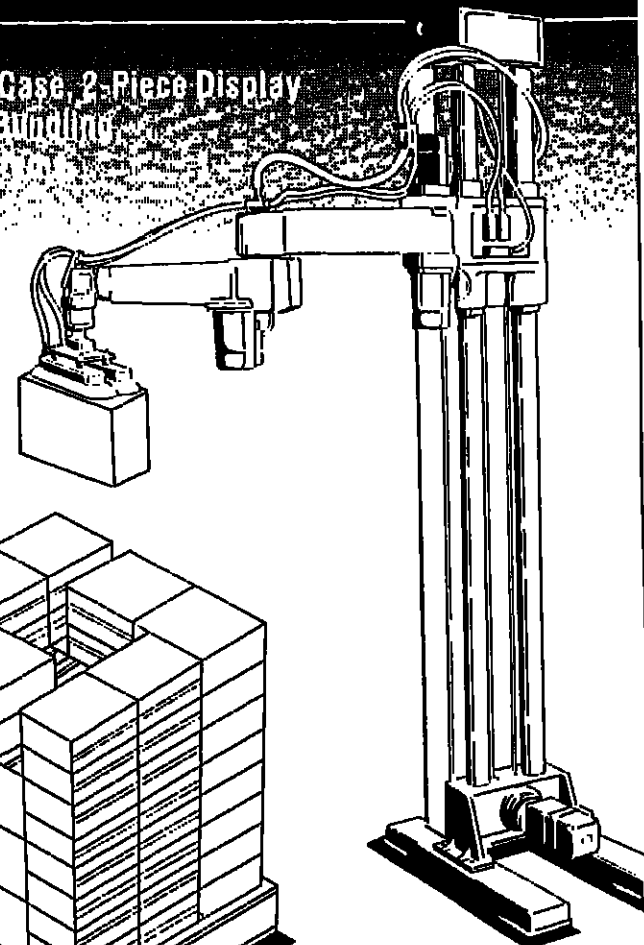


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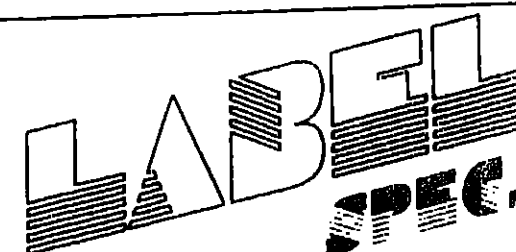
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DESIGN AWARDS



Sellotape Stick and Fix range: brighter, stronger packs

accounts for 1 per cent of the baby food market, while First Harvest, launched in 1993, has 5 per cent. Boots' brand share of baby food sales in its own outlets has grown from 15 per cent in 1990 to 30 per cent in 1993, and to 45 per cent since the launch of First Harvest, which outsells market leader Olvart by over 50 per cent in Boots stores.

The other finalist in this section was Fisher Ling & Bennion's redesign for Selfridges brut and rosé champagne, which increased their market shares in the store's

per cent sterling distribution depth, encourage multiple character stocking, increase sales value at the same rate as market growth year on year, and justify a unit price increase of 40 per cent.

BBM's solution created strong impact through branding, characters, colours and pack shape. The new graphics covered both the front and back of the pack, improved play value through bright, fun colours, and communicated product benefits such as "mild and gentle" and "bubblest bubble bath".

Play value was enhanced through appealing, collectable characters and a more defined skittle shape, which also made the character more lifelike. The Matey logo was improved to provide strong range identity. The use of a shrink sleeve process, at the time a major innovation in the fmcg sector, allowed a dramatic improvement in print quality and colour impact, over a full 360deg image area.

After the relaunch in April 1993, sales value for the period April to December grew by 73 per cent year on year, protecting and strengthening Matey's brand leadership and exceeding Sara Lee's objective of maintaining unit sales at the market growth level, which was only 35 per cent. The design generated an additional £1 in sales value for every 2.4p invested,

Boots Performance: forthright



DESIGN AWARDS

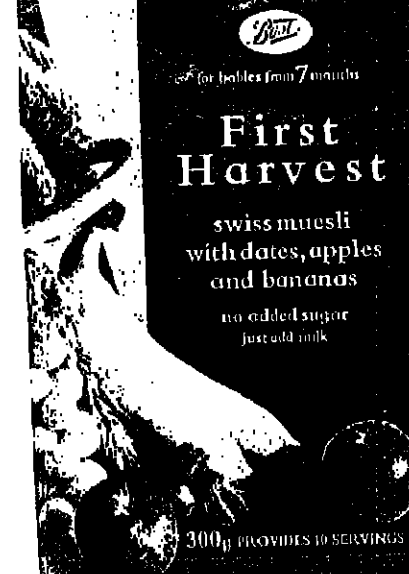
representing a return on investment of 42:1.

The key retailers increased the number of characters stocked, and the sales success has enabled Sara Lee to invest in new Matey characters and new product launches.

The other two finalists in this category were the Sellotape Stick and Fix range, which achieved a 24 per cent year on year revenue increase after a redesign by Crescent Lodge Design, and Berlei, which was relaunched in July 1993 in new packaging created by Wickens Tut Southgate and has met its goals of repositioning, image improvement and sales growth.

The winning own brand non-food was Somerfield Medicines, redesigned for Somerfield Stores by Elmwood. Somerfield had launched a small range under the Nightingales brand in 1991, but after nearly two years its sales had dwindled to a point where the range's viability was in question. Dynamic movement in the marketplace and the proliferation of medicines in supermarkets meant that the range needed stronger on-shelf impact to compete with strong brands.

The brief was to create an image that would dominate or be different enough from branded products, create instant cred-



The Boots First Harvest range of baby foods: a strong blue panel gives on-shelf presence, while atmospheric photography contributes a sense of quality and food appeal

ibility, establish the Somerfield brand as a valid alternative to the leaders in key sectors, and create a flexible range style that could be expanded into any medicinal sector.

Elmwood's design used strong, vibrant colours and initially caused the client some disquiet, but after qualitative research and in-store testing it was applied to all lines, which included multivitamins, cough syrups and painkillers. A clear

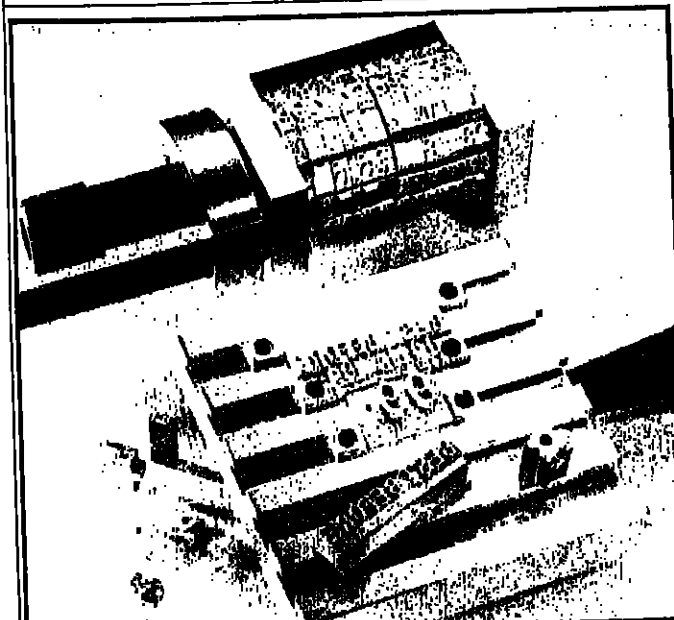
black disc conveyed the pack size instantly, while strong black product descriptions added confidence and further clarity.

Three months after launch, sales of Somerfield's Paracetamol painkiller had leapt by 588.2 per cent. The range's overall sales value has increased by 367 per cent, and Somerfield is planning extensions.

Boots' Performance range of men's toiletries was a finalist in this category. Relaunched in a

pack by Lipa Pearce Design, its sales volume rose by more than 45 per cent year on year. The other finalist, Wickens Tut Southgate's packaging for Esso Superlube, has increased forecourt sales by over 32 per cent since relaunch in 1993, against the background of a 12 per cent drop in overall lubricant sales between 1991 and 1993.

James White Apple Juice: the new livery raised expectations



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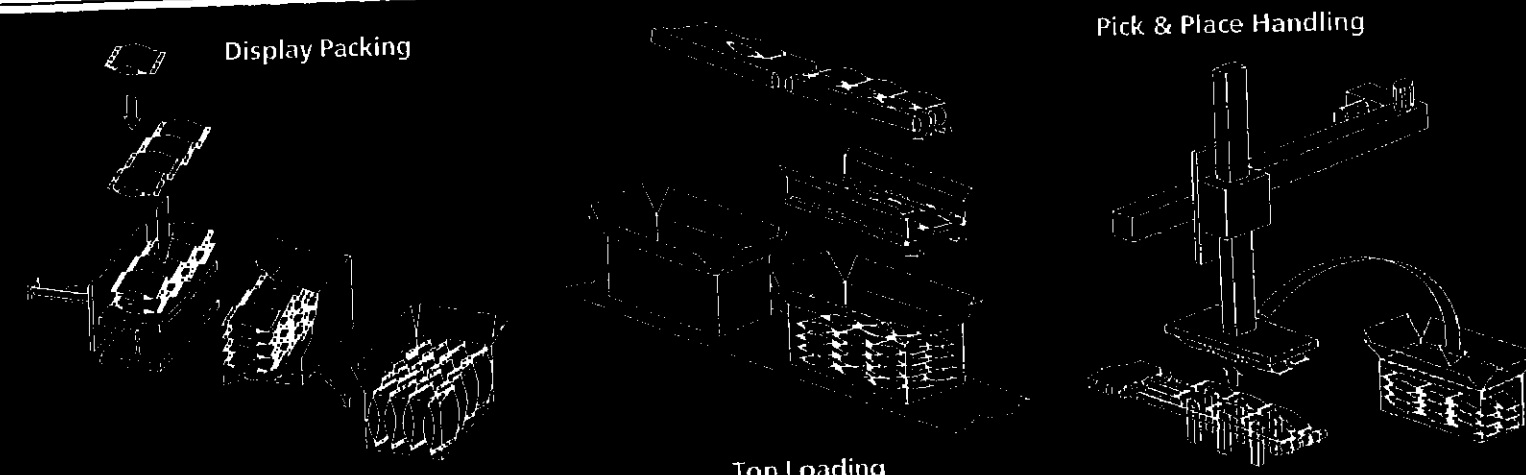
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30



William R Garwood

William R Garwood has become the new president Europe Near/Middle East and Africa of Eastman Chemical Company and will be based at the company's office in 'The Hague, The Netherlands. Mr Garwood has been with the company for over 30 years, most recently as president Tennessee Eastman division.

Don Costello has been appointed director and general manager at Aylesford (Kent) branch of SCA Packaging, but will also continue his responsibility for the Histon plant. Paul Braine has moved from Scotland to become the regional sales director at the same branch, and replacing him as the regional sales director at SCA Packaging Scotland is Chris Campbell.

Paul Griffin has joined Ishida Europe Ltd as marketing director after four years with the Portals Group plc where most recently he was business development and marketing manager for one of the group's specialist divisions.

David Openshaw is the new managing director at Mouldings International, but will also continue his role of sales and marketing director at sister company Mailbox Mouldings.

PEOPLE

Harry G Werrell, formerly vice president Europe for Swift Adhesives, has joined Beadlow & Adams as director of corporate planning.

Shaun Lawson has been appointed deputy chairman (non executive) at Tinsley Robor plc.

Martin Tomlinson is now the technical manager of Inveresk's specialist uncoated paper manufacturer Caldwell's Mill. At the same time, Sara Hall has been appointed to the post of area sales manager at Inveresk's Carrongrove Mill.

John Williams who has held senior buying and marketing positions within the UK retailing industry has been appointed senior consultant to packaging consultancy, Environpack Management.

John Fellows, managing director of HD Plastics Ltd, has been appointed to the board of the Packaging and Industrial Films Association Ltd (PiFa).

Emma Brocklebank has joined GEI Filling Capping & Labelling as marketing coordinator.

Mike Rowley, general manager of RPC Containers Oakham has retired after spending almost his entire career in the packaging industry, the last eight at RPC's Oakham operation. After time with John Waddington and Bowater, he joined Reed International in 1964 and has specialised in plastics packaging for the last twenty eight years.

Philip Hilton, previously general manager of RPC's

Raunds site has taken over the role at Oakham, while group financial controller Murray Stone is the new general manager at Raunds.



Philip Hilton

Dr John Benson is now the sales director of Infrared Engineering and is charged with spearheading an increased export drive into China and the Pacific Rim.

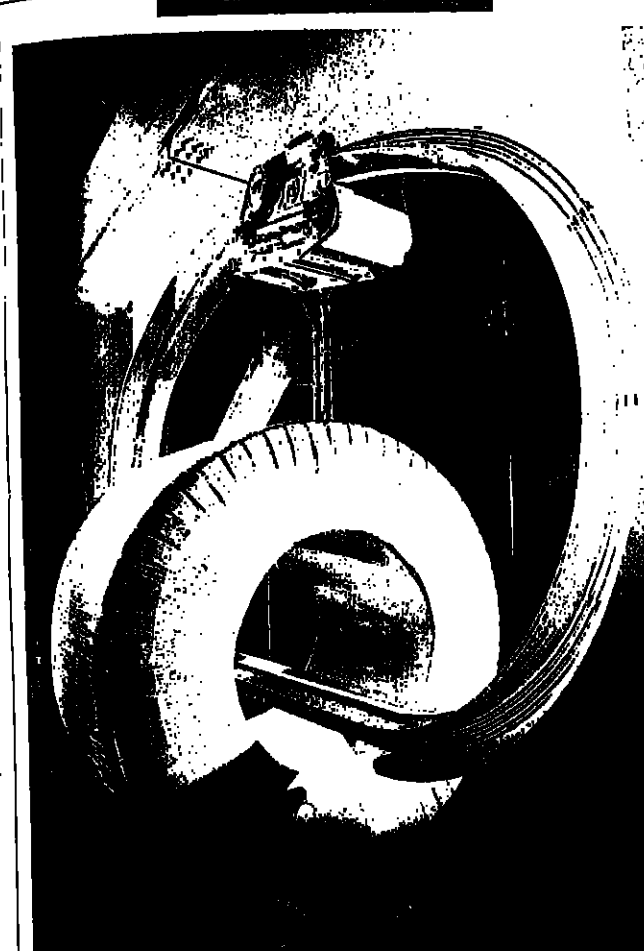
Brian Gilchrist is now sales and marketing director at Trimcote Ltd, having previously been sales manager at the company. At the same time, Bruce Adair has joined the company as southern area sales manager from Boxwrap Special Machines.

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NEWS

31



Stretchfilm system: said to offer time savings over alternatives

Stretchfilm wraps 'through the eye'

Specially formulated coextruded stretchfilm is being supplied by Brithene Films Ltd for wrapping coils of aluminium up to two tonnes in weight.

Using equipment from Flo-Mech Packaging Machinery (41 Manesty Road, Orton, Southgate, Peterborough, Cambs PE2 0UP - tel: 0733 238271, fax: 370256) which allows wrapping "through the eye" of the coil, the metal is completely sealed and protected for export by the manufacturer in Venezuela.

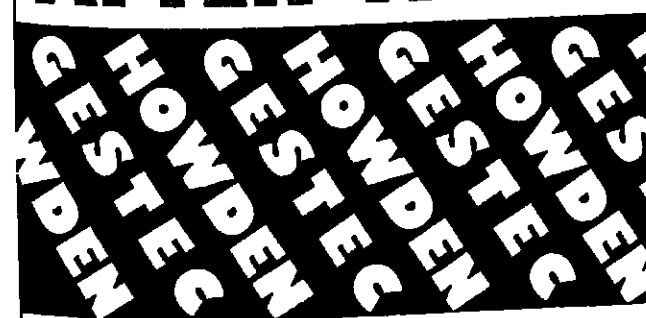
The stretchfilm system for wrapping metals such as steel and aluminium is gaining acceptance internationally.

Standard or vci grades of film to combat moisture are available from Brithene (PO Box 23, Bath Road, Bridgwater, Somerset TA6 3UA - tel: 0278 446262, fax: 452252).

The system is said to save time compared with alternative coil wrapping methods, with the film having a high elastic stretch memory and, multilayered, giving cushion protection against handling processes such as fork lift truck lifting.

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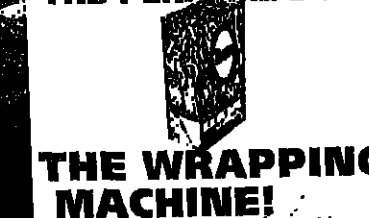
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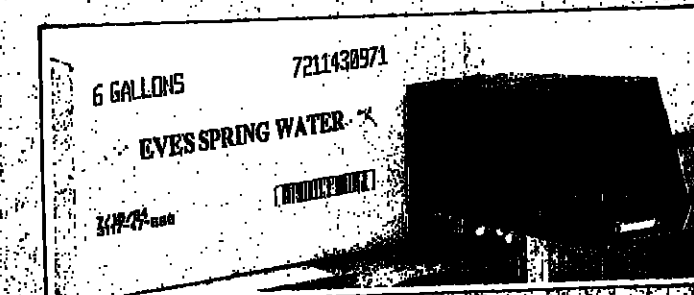
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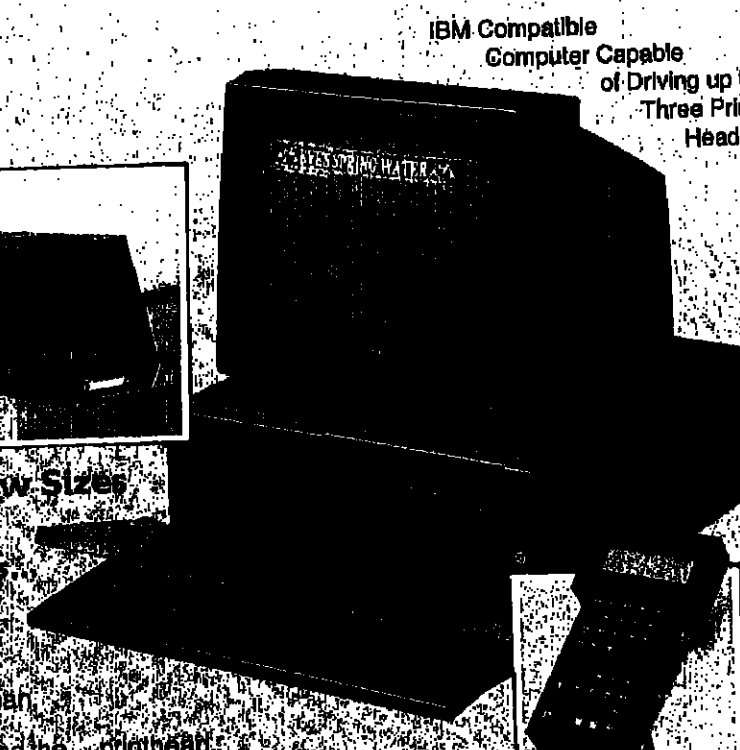
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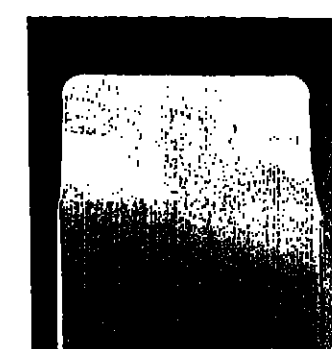
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PACKAGING NEWS/NOVEMBER 1994

Decorative options jostle for shelf space

As toiletries compete for limited retail shelf space, we look at the growing options for decoration and impact and the way that child resistant closure manufacturers are responding to openability needs. Products to be launched at the Interphex show and a selection of pharmaceutical and machinery news follow

When a filler or retailer is dealing with a higher end toiletry product, decoration costs on the pack - whatever type that may be - are minimal when compared with the product cost, says Ron Metheringham, md of filling company Bodycare Toiletries Ltd.

At the same time, relatively complex and multicolour decoration techniques have become more available, making greater impact possible even on lower margin products. For own brand products, any sort of additional costs can be a problem, even though they have to compete, says Bodycare, which develops and fills product for most of the major multiples and several brands.

The options available both for pack types and on pack decoration have increased, and with them the motivation for exploring these options: there

is far more competition for limited shelf space. New product categories are coming onto the market every year, with space devoted to men's grooming and specialist toiletries and cosmetics growing and own-brand lines expanding.

As with any other consumer product type, packs have to stand out on shelf, with big rewards for innovators across the pack and material types which can offer something to set product apart from competitors. Eyecatching features from straightforward bright colours and unusual pack shapes to gold blocking and high gloss are becoming the norm.

But shelf impact starts with the container, with both shape and finish contributing to appeal. A Superdrug range just released onto the market through Bodycare illustrates



Holograms supplied by Applied Holographics on shower gel labels printed by Jarvis Porter for Sara Lee

the increasing importance of pack appearance for a much broader range of products.

The retailer's Caribbean Shores bath products - available in five variants - have been packed in high gloss pet blown by Labplas UK. "The pet is an effective means of improving the look of the container on shelf under store lighting," confirms Mr Metheringham.

Since the summer launch, demand has been further

boosted by a special offer in Superdrug, says Labplas (tel: 0865 400315, fax: 400350). Jarvis Porter designed and printed the labels, with a pearlescent screwtop lid completing the pack.

Products spearheading a new range require special attention. This was the case with Lavender Gel from Tisserand Aromatherapy, launched with a five colour self adhesive label. Printed



Pet bottles from Labplas, used for Superdrug bath products

rotary litho with varnish on gloss white film by Sparkprint Ltd (tel: 0609 780333, fax: 780423), the label combines halftone and monotint printing from the company's two Sanjo PO2 printing presses.

One major growth area in

toiletries has been the use of clear labels. The 'no label look' gives packers and retailers the advantages of clear visibility of the product and a high gloss substrate for added appeal.

To achieve the best results, both label manufacturers and applicator equipment manufac-

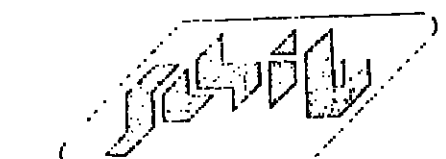
turers have worked hard to ensure that labels do not 'channel'. Fawson's FasRoll Mirage 300 laminate served just this purpose for Alberto Culver's Pure & Clear hair care product, says producer Fawson (tel: 01442 60211, fax: 24453). The clear product in transparent bottles had its labels converted by Multi-print Labels Ltd of Dublin on a Gal-lus R300. A single pass was sufficient to print both rotary letterpress



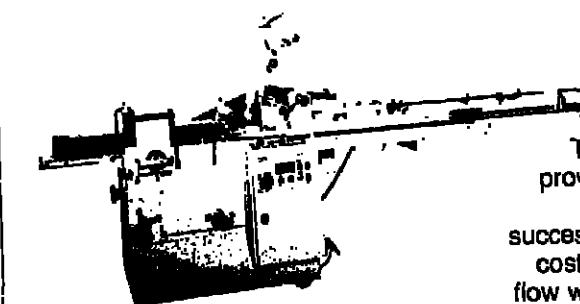
Sparkprint label for Tisserand Aromatherapy



Fawson's FasRoll Mirage 300 used for Alberto Culver's Pure & Clear



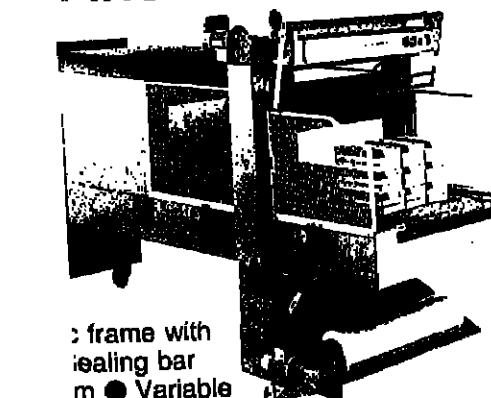
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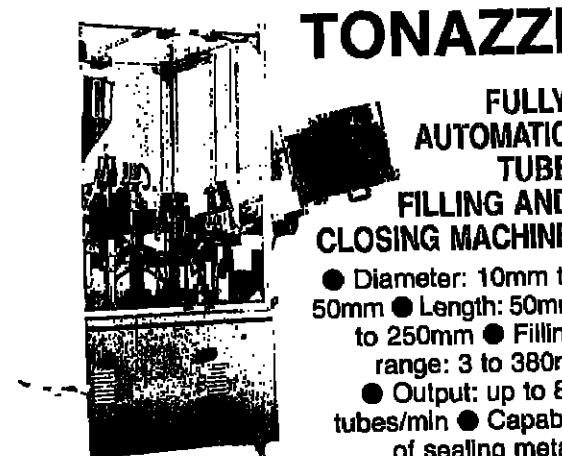
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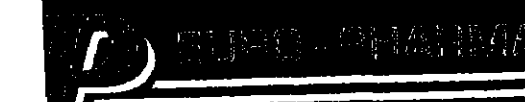


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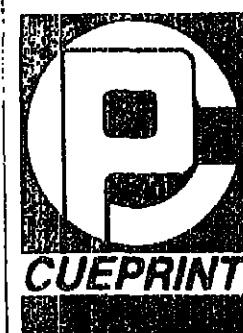
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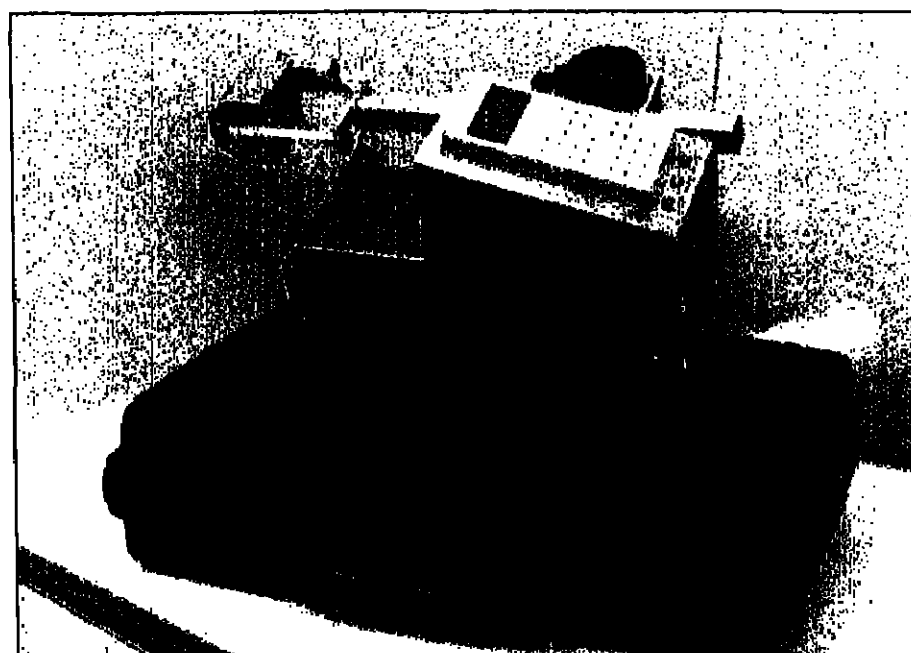
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Decorative options jostle for shelf space

As toiletries compete for limited retail shelf space, we look at the growing options for decoration and impact and the way that child resistant closure manufacturers are responding to openability needs. Products to be launched at the Interphex show and a selection of pharmaceutical and machinery news follow

When a filler or retailer is dealing with a higher end toiletry product, decoration costs on the pack - whatever type that may be - are minimal when compared with the product cost, says Ron Metheringham, md of filling company Body-care Toiletries Ltd.

At the same time, relatively complex and multicolour decoration techniques have become more available, making greater impact possible even on lower margin products. For own brand products, any sort of additional costs can be a problem, even though they have to compete, says Body-care, which develops and fills product for most of the major multiples and several brands.

The options available both for pack types and on pack decoration have increased, and with them the motivation for exploring these options: there

is far more competition for limited shelf space. New product categories are coming onto the market every year, with space devoted to men's grooming and specialist toiletries and cosmetics growing and own-brand lines expanding.

As with any other consumer product type, packs have to stand out on shelf, with big rewards for innovators across the pack and material types which can offer something to set product apart from competitors. Eye-catching features from straightforward bright colours and unusual pack shapes to gold blocking and high gloss are becoming the norm.

But shelf impact starts with the container, with both shape and finish contributing to appeal. A Superdrug range just released onto the market through Bodycare illustrates



Holograms supplied by Applied Holographics on shower gel labels printed by Jarvis Porter for Sara Lee

the increasing importance of pack appearance for a much broader range of products.

The retailer's Caribbean Shores bath products - available in five variants - have been packed in high gloss pet blown by Labplas UK. "The pet is an effective means of improving the look of the container on shelf under store lighting," confirms Mr Metheringham.

Since the summer launch, demand has been further

boosted by a special offer in Superdrug, says Labplas (tel: 0865 400315, fax: 400350). Jarvis Porter designed and printed the labels, with a pearlescent screwtop lid completing the pack.

Products spearheading a new range require special attention. This was the case with Lavender Gel from Tisserand Aromatherapy, launched with a five colour self adhesive label. Printed



Pet bottles from Labplas, used for Superdrug bath products

rotary litho with varnish on gloss white film by Sparkprint Ltd (tel: 0609 780333, fax: 780423), the label combines halftone and monotint printing from the company's two Sanjo PO2 printing presses.

One major growth area in

toiletries has been the use of clear labels. The 'no label look' gives packers and retailers the advantages of clear visibility of the product and a high gloss substrate for added appeal.

To achieve the best results, both label manufacturers and applicator equipment manu-

facturers have worked hard to ensure that labels do not 'channel'. Fasson's FasRoll Mirage 300 laminate served just this purpose for Alberto Culver's Alberto Pure & Clear hair care product, says producer Fasson (tel: 01442 60211, fax: 24453).

The clear product in transparent pe bottles had its labels converted by Multi-print Labels Ltd of Dublin on a Galus R300. A single pass was sufficient to print both rotary letterpress

in four colour halftone and three colour screen for the brand name and text in three colours screen. Another product, FasClear, is a matt clear film designed for giving a 'no label' look to opaque and pearlescent containers.

But the same issues apply not only to bottles but also pack types as diverse as stand-up tubes and individual sachets. "Extremely high gloss, with overvarnish if required for protection, has become increasingly essential in laminating papers when sachets are displayed in trays," explains Richard Moyle, sales and marketing director at Sappi Europe.

Sappi has developed its Unico range of papers, with Unico Supreme double blade coated for high surface smoothness and super calendared for extra gloss. One key advantage when the paper is laminated with foil is its high opacity, says Sappi (tel: 01865 516011, fax: 516520).

Special decorative effects such as foil blocking and increasingly holograms are becoming real options for volume toiletries products. A ver-

TOILETRIES AND COSMETICS



Sparkprint label for Tisserand Aromatherapy

sion of Matey shower gel launched by Sara Lee, with Sonic the Hedgehog branding aimed at children, uses a dot matrix base of holographic images from Applied Holographics (tel: 091-417 5434, fax: 091-4163292).

The hologram embossed film is supplied to Jarvis Porter



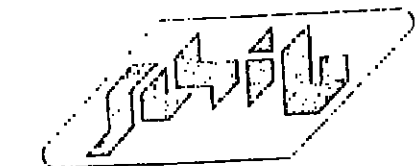
Fasson's FasRoll Mirage 300 used for Alberto Culver's Pure & Clear

(tel: 0532 773460, fax: 717951) for printing in one colour silk screen and five colour letterpress. The labels are film overlaminated for moisture resistance.

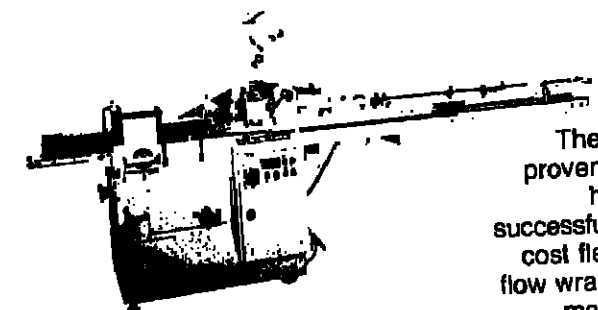
Labels for Radox Herbal Bath products, also by JP, use clear film six colour printed silkscreen and letterpress.

Tubes have also become a

huge market, with fine opportunities for labelless, cartonless high impact decoration. Norden (tel: 0462 895245, fax: 895683) has responded to demand for striking design in stand-up tubes, in particular in the toiletries and personal care categories, with its Design-A-Seal technique.



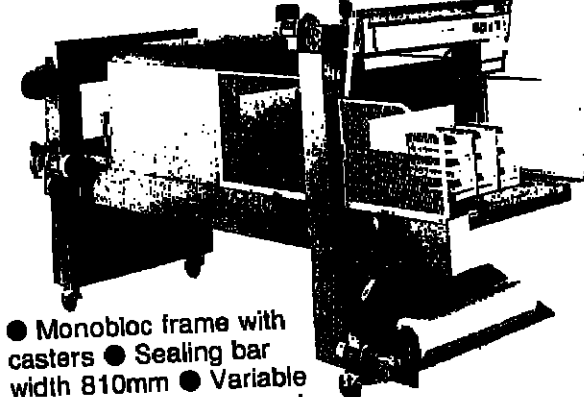
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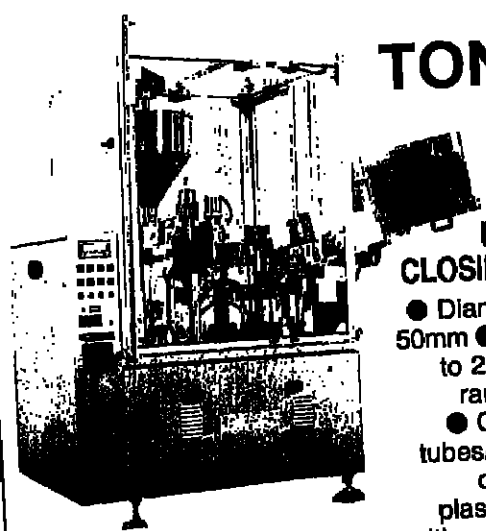
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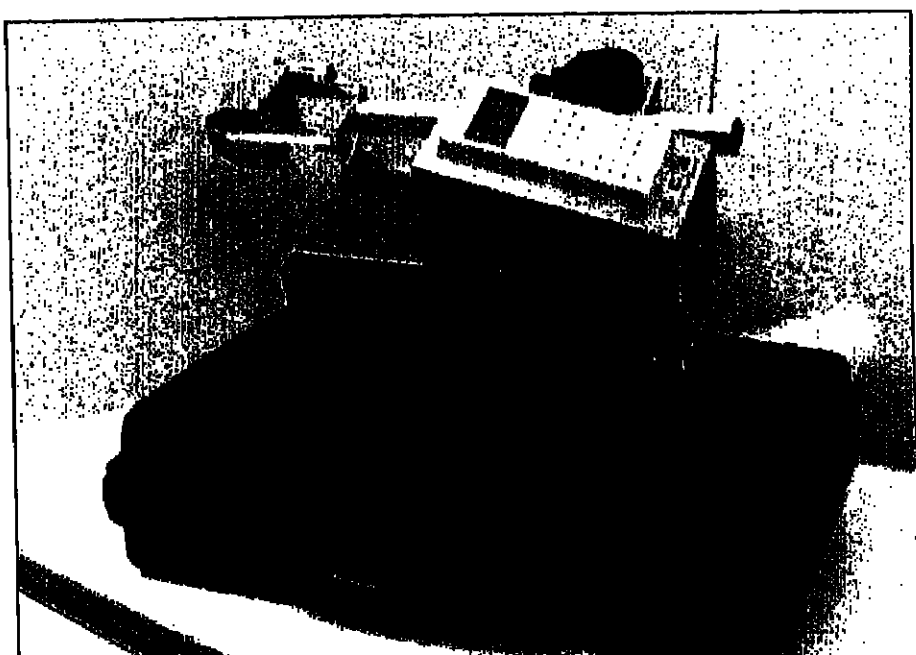
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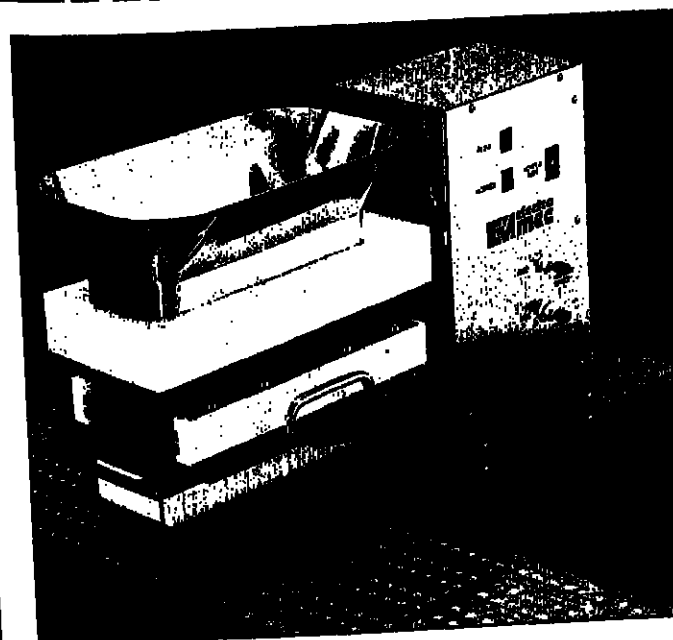
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An open or closed case?

With some 15 million people aged over 55 in the UK, there has never been a greater need for easy-open closures. Manufacturers are developing systems to meet this need, as well as the growing demand for child resistant packaging.

Last month, United Closures & Plastics received the first Owl Mark for its new PP28 Clic-Loc tamper evident, child resistant closure. The Owl Mark confirms that the product is suitable for use by older people. It is awarded by the Centre for Applied Gerontology at the University of Birmingham, which aims to alert designers, manufacturers and service providers to the different needs of the elderly.

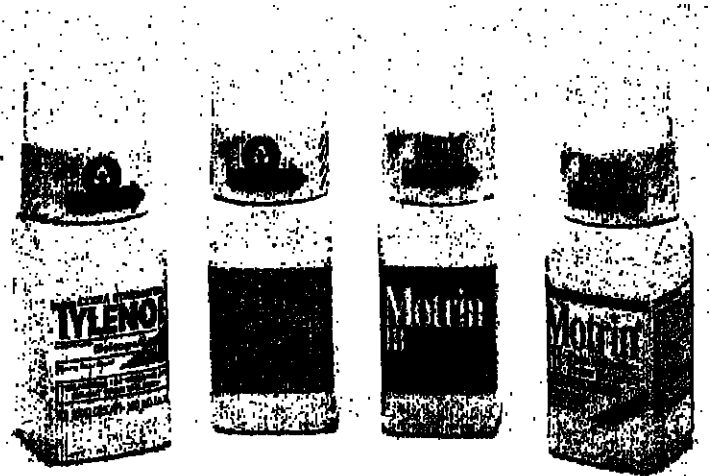
The PP28, currently being

tested by a major pharmaceutical company, is 45 per cent deeper than the standard size, to give a better grip, and combines existing Clic-Loc III technology with the established Vis-top tamper evident band from sister CarnaudMetalbox company Asta Plastique.

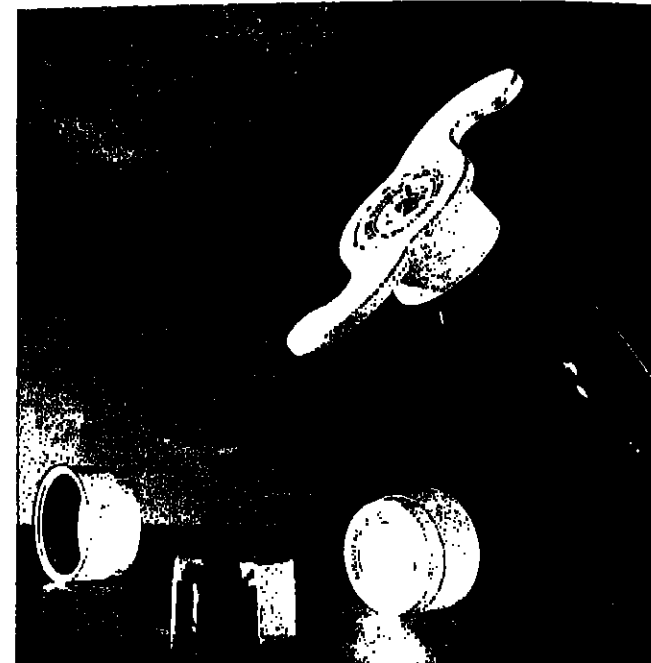
Dr Tasman Navak, research director at the Centre for Applied Gerontology, says that closure's diameter, push

and turning action and grip all won it the endorsement. It has double the number of interlocking points for faster

engagement so that it does not have to be done up so tightly and can be opened by turning it 90deg rather than 180deg.



The Easy-Open Beeson bottle with Tylenol Fastcap used for Tylenol/Motrin



The SafeTE closure from Jaycare Ltd, working with Wellcome

Applied Gerontology considers the needs of a broad spectrum of people between 55 and 82. Most older people tend not to have one severe disability but many minor ones. The chosen Thousand Elders live in their own homes and belong to various socio-economic backgrounds. Some 102 were chosen for the Owl Mark closure endorsement.

According to Andrew Lea, sales and marketing director at UCP (Salhouse Road, Norwich NR7 9AL - tel: 0603 423131, fax: 407942), PP28 Clic-Loc will be launched before January 1995. (The Royal Pharmaceutical Society recommends its member pharmacists to provide a ring, Calpol, the first brand to adopt the new closure, is just starting to appear on the shelves.)

The deeper castellations of the inner and outer Clic-Loc components have been designed to resist product ingress and to cope with 'sticky' liquid preparations. But the first 'sticky' brand to appear on the shelves is in the SafeTE closure launched in September by Jaycare (14

Alder Road, West Chirton North Industrial Estate, North Shields, Tyne & Wear NE29 8SD - tel: 091 296 0303, fax: 091 296 1842).

Working over the last four years with the ethical pharmaceutical manufacturer Wellcome, both on sticky liquid preparations and on improving the aesthetics of its closures, Jaycare has incorporated a secondary drive mechanism within the SafeTE closure, a means of removing the cap should the primary drive fail due to product contamination.

Designed for both plastics and glass bottles, the SafeTE closure adopts a perforated label for tamper evidence instead of a ring. Calpol, the first brand to adopt the new closure, is just starting to appear on the shelves.

Wellcome, which shared the \$500,000 investment in tooling and machinery, has exclusivity on the closure for approximately 12 months.

Jaycare has developed a winged device to ease opening of its full range of caps fitting the 28mm neck. But Ian Parker, managing director of Dragon Plastics, believes that a

winged device might be left on the bottle, compromising the child resistant feature.

In March, Dragon Plastics (Tills Mead Road, Treforest Industrial Estate, Pontypridd, Mid Glamorgan CF37 5TF - tel: 043 841341, fax: 841180) launched Tampalok, said to be the first tamper evident, child resistant closure manufactured in the UK. Adopted by DePuy Healthcare for its sticking plaster adhesive remove, En-Solv, the closure is also suitable for sticky liquid preparations. It comprises a white helix outer cap, an epe liner and a red pp liner with integral tamper evident ring.

More launches with Tampalok are predicted by the end of the year and Dragon Plastics is developing another cap for easy operability.

The American and Canadian approach, whereby the consumer can choose to have either a child resistant closure or an easy open closure, is suggested by Colin Scaife, technology licensing manager at Reckitt & Colman Products. Mr Scaife is also chairman of the joint trade associations working party on technical packaging issues, with a principal focus on child resistant packaging.

The major players in the



PP28 Clic-Loc is a tamper evident and child resistant closure from two CarnaudMetalbox companies

ere field have recently been creating closures suitable for the most widely used neck finish in Europe, the GF304. But standardisation of sizes will ultimately depend on Directives from the EC Parliament, in particular the Directive on Packaging and Packaging Waste.

The Easy-Open bottle from Beeson and Sons Ltd (Hertford Place, Rickmansworth,

Herts WD3 2XB - tel: 0923 779111), part of the International Hospitals Group (IHG), with Tylenol Fastcap, has been

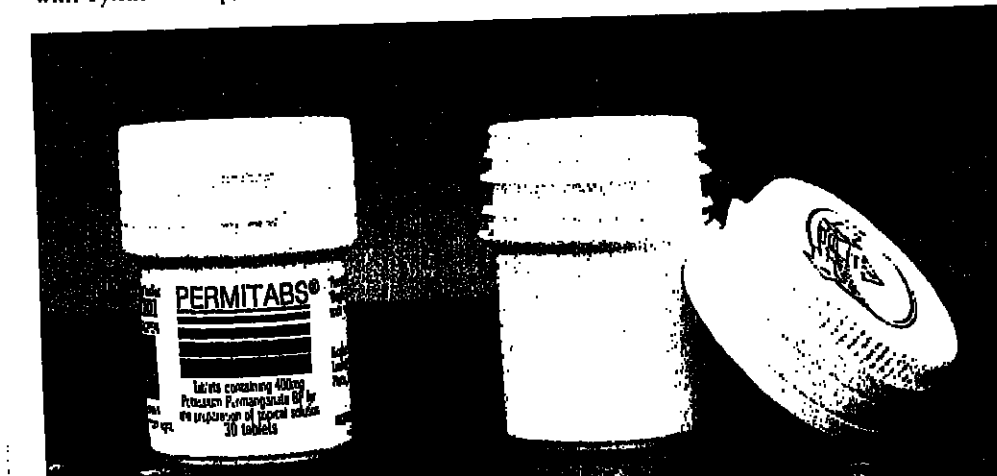
adopted for the US analgesic Tylenol, said to be the biggest selling over-the-counter healthcare product in the

world. The bottle has been recommended by the US Arthritis Foundation.

The latest closure system from Beeson, Child Safer, upon undergoing an US official protocol test, was found to give 100 per cent effective child resistance with 100 per cent of adults also being able to gain access successfully (the official pass rate for both categories is 80 per cent). The closure has passed European standards and offers additional tamper evident features.

Beeson is prepared to take financial risks to prove new closure systems, disregarding the financial restraints of the National Health Service, which funds the majority of medicines requiring elderly-friendly closures.

Centre of Applied Gerontology, University of Birmingham, Edgbaston, Birmingham B15 2TT - tel: 021 414 3407, fax: 021 414 3154



Bioglan Laboratories has just given the packaging of its potassium permanganate tablets, Permatabs, additional child resistance by adopting Tracerpack, manufactured by Jaycare

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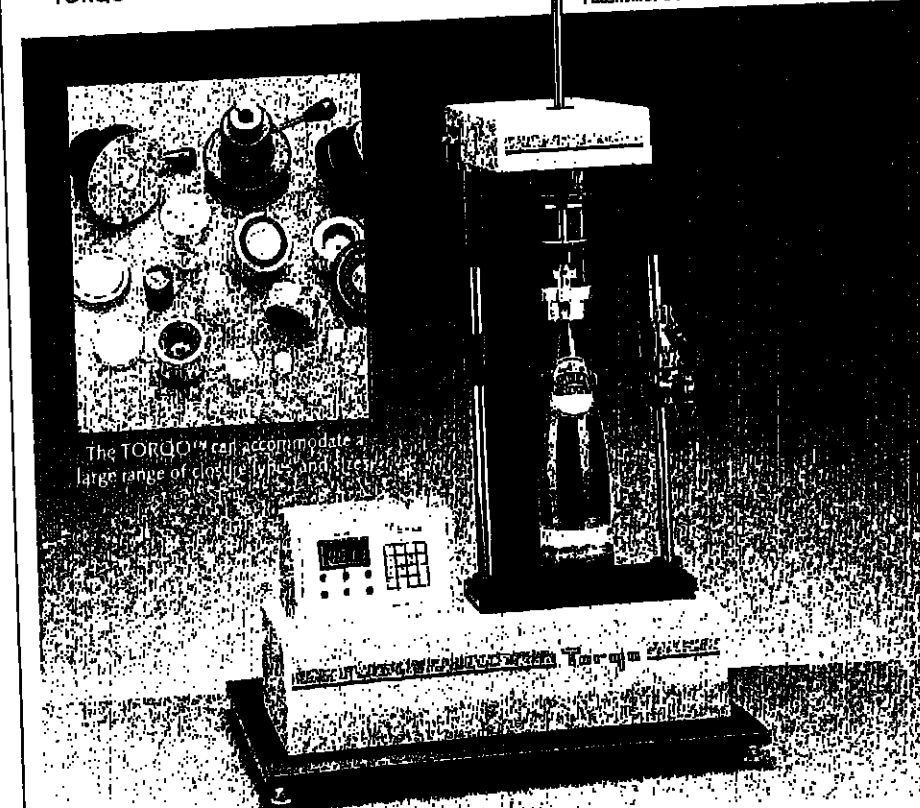
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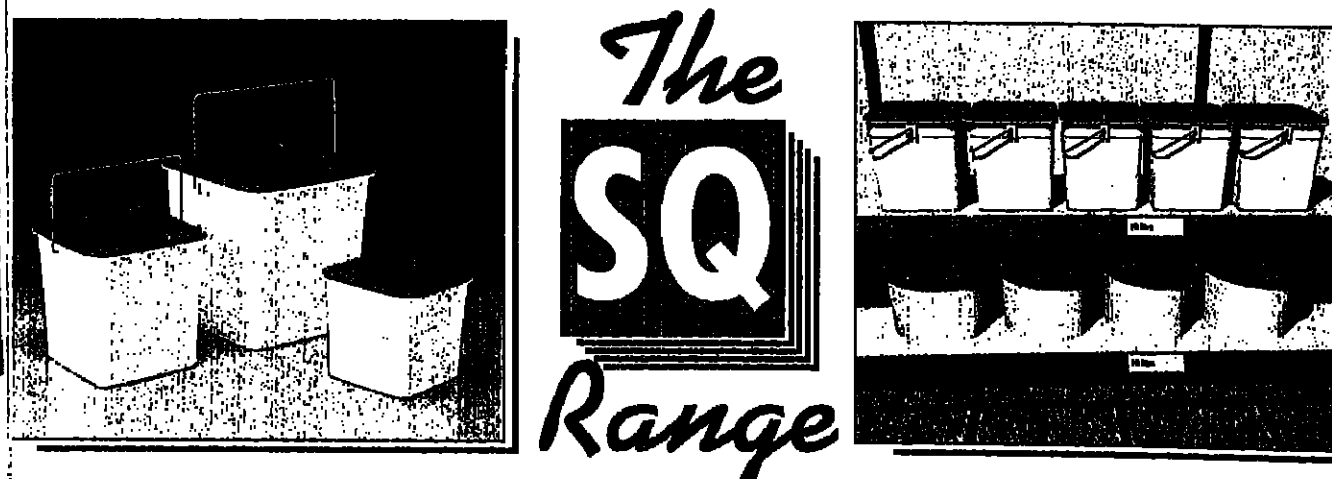
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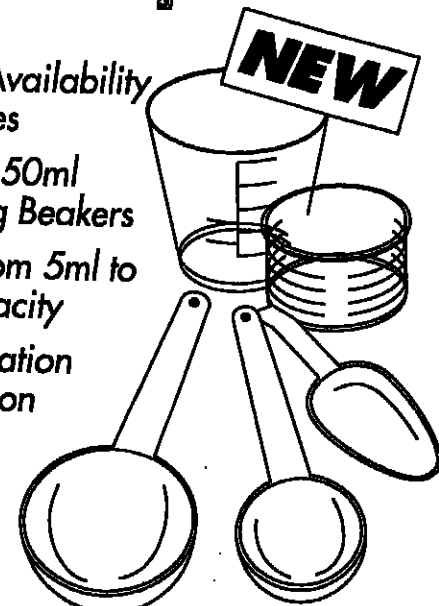
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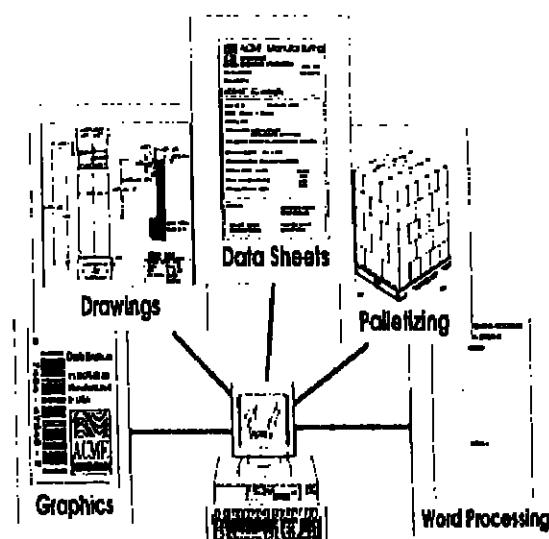


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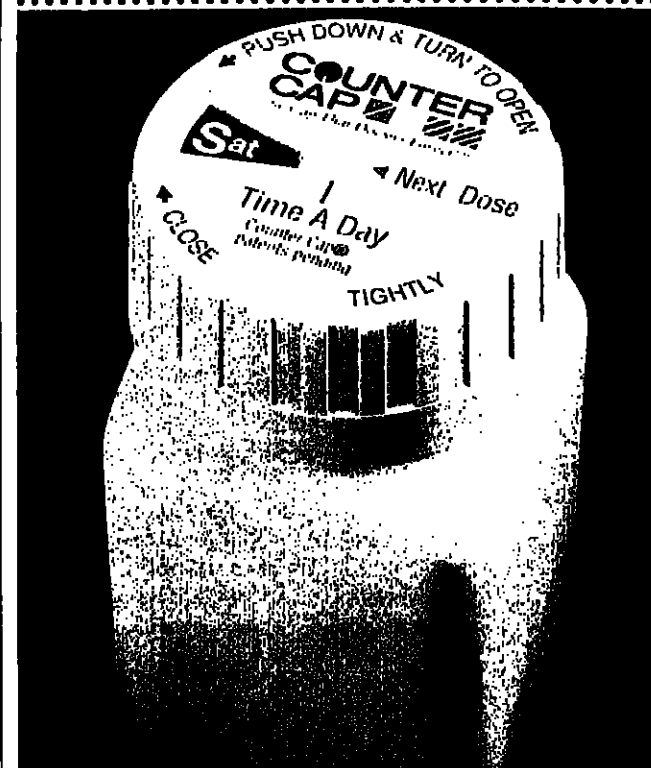
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INTERPHEX

Over 200 companies will exhibit at Interphex '94 at Olympia, London, from 23 to 25 November, spanning all sections of the pharmaceutical industry from raw materials to processing, with its special packaging needs well catered for.

Alongside the exhibition will run a conference with the theme of 'Capitalising on a Changing Pharmaceutical Market'. For more details about the show or conference call the ticket hotline on 081-948 7733.

This year, the cosmetics and toiletries markets will also be well represented, according to organiser Reed Exhibitions (Ortel House, 26 The Quadrant, Richmond, Surrey TW9 1DL - tel: 081-948 9840, fax: 081-948 9889).



Counting on child safety

Counter Cap, a child resistant closure that counts automatically whenever the container is opened, will be among healthcare products displayed by Pharma-Gummi (Bucklers Lane, St Austell, Cornwall PL28 3JL - tel: 0726 63983, fax: 69529).

The Counter Cap is available in three sizes and four different dose options.
Stand: C580

Uniform pleat wrapping

A semi automatic pleat wrapping machine will be launched at the show by Burnley Packaging Machinery among a selection of collating and wrapping systems to be demonstrated.

The PL750 wraps individual round items such as soaps in cut sheets, forming a uniform pleat prior to heat sealing or labelling. It will run at speeds of around 750 pieces an hour.

A semi automatic stretch-wrapping - running at up to 850 pieces an hour - is also suitable for product such as soap, which is pushed into the

stretch film, cut and heat sealed. Labels can then be applied if necessary.

Cartoned products can be collated in formats of 3 x 2 or 6 x 2 and wrapped on an automatic in line sleeve system. Speeds on this machine are between 60 and 100 packs a minute, says Burnley (Farrington Place, Rossendale Road Industrial Estate, Burnley, Lancs BB11 5TY - tel: 0282 831733, fax: 423403).
Stand: E310

For further information K11-102 Call for details 0839 772268

Sack and ibc dispense and lift systems

Products to be shown by Palamatic Handling Systems will include its latest sack and ibc dispensing and lifting systems.

The Duo Pal dump station, a part of the company's powder handling range, can discharge fibres and bags between 25 and 50kg.

An addition to the Sacktip range - the 2000 - will also be introduced at the show. Included in this latest model is an automatic pneumatically

operated cutting arm. The Pal U Lift system is flexible enough to be transported around a factory to wherever it is needed.

Quick release couplings are included so that time need not be lost changing between suction heads.

Bring and test

Visitors are invited to bring product to test on the system, says Palamatic (Cobnar Wood Close, Chesterfield Trading Estate, Sheepsbridge, Chesterfield, Derbyshire S41 9RQ - tel: 0246452054, fax: 451379).
Stand: D270

For further information K11-104 Call for details 0839 772268

INTERPHEX PREVIEW

Container ranges show glass/plastics potential

Container ranges to be launched by Bemis International include plastics bottles with sprays or dispensers, cosmetics packs and glass designed for the fragrance market.

Cylindrical and oval deodorant sticks can now be bottom filled. Pet, petg and hde bottles are now available with retractable dispensing nozzles or necks for crimp- or screw-on spray pumps. Much wider size ranges can now be sourced in bottles and roll-on containers.

Among the toiletries products developed following research into the needs of the UK market are sample size glass and plastics containers



Some of the options in glass that are now available from Bemis

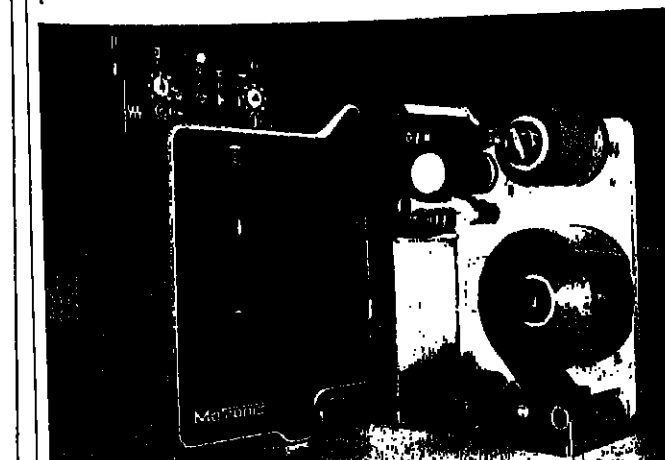
Hot foil print at speed

A compact hot foil printer and a rotary flexo unit for inline printing of flexible materials including blister packs will be among equipment shown by Merton UK.

Integrated doctor blades and uv curing are included in the rotary flexo system which can be used, for example, to print best before dates or batch

coding on intermittent and continuous motion packaging machines. Two inkjet printers will also be shown by the company (Unit 12, Deanway Trading Estate, Handforth, Cheshire SK9 3JW - tel: 0625 536140, fax: 525333).
Stand: F700

For further information K11-106 Call for details 0839 772268



The MC 1 hot foil printer: speeds of up to 800 cycles a minute

INTERPHEX BRIEFS

TWO KEBS suitable for pharmaceutical products or ingredients will be launched in the UK by Carteo UK (081-588 4446). One container is specially suitable for uv-sensitive product, and the other has extremely high conductivity. This is already being used by an explosives manufacturer. Stand: A800

LARGE AND IRREGULAR sized tablets and capsules can be inspected on a system from manufacturer Soteline (061-848 8636). A gravity fall detector will also be demonstrated, inspecting powder and granules prior to processing. Stand: G180

A PORTFOLIO of pharmaceutical packaging will be shown by Paig Packaging Ltd (071-381 0611), with products from Italian carton, leaflet, label and foil converter Grafica Zanini, glass manufacturer AR.LA.V.E.S and aluminium tube producer Favia. Stand: E876

DEVELOPMENT PLANS for Field Packaging's purpose built short order response factory in Nottingham will be announced by the group (01169 482107). The site will supply cartons and reel-fed self adhesive labels to industry standards. Stand: F680

RIGID IBCS for the pharmaceutical industry will be shown by Tyoon Containers Ltd (061-440 0027). Products will include the BPK container designed - with its special cone valve - to facilitate the handling of cohesive materials. Stand: 350

LABELS DESIGNED for the special needs of the pharmaceutical industry, with features such as detachable sections of hanglog straps, will be displayed by Neville and More (0403 732280). The company also supplies child resistant and tamper evident closures and a range of pot containers. Stand: G300

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TOILETRIES



The colourful 100 and 200ml injection blowmoulded hdpe bottles

Modern image for Milk of Magnesia

Sterling Health has expanded and relaunched its established Milk of Magnesia product range in packaging said to convey a more modern and youthful image. A flavoured range and a reformulated standard product is now available.

The colourful 100 and 200ml injection blowmoulded, oval hdpe bottles sport injection moulded tamper evident inner caps and colour coded dosing outer caps. An extru-

sion blowmoulded 30ml trial size bottle completes the range. All were produced at the specialist pharmaceutical and personal care site of Cope Allman Plastics (Walton Road, Farlington, Portsmouth, Hants PO6 1TS - tel: 0705 380314, fax: 370102). The move to this multi component pack is said to be part of Sterling Health's development of this otc brand.

For further information K11-126 Call for details 0839 772268



Bibby Sterilin bottles: can be supplied with a selection of closures

Sample bottle security

A bottle designed for pharmaceuticals and said to combine sample security, safety and convenience has been launched by Bibby Sterilin Ltd.

Available in three sizes - 60, 125 and 150ml - each with a PP28 neck finish, the bottles can be supplied with a selection of tamper evident and child resistant closures.

The acute slope shoulder

Tray erector for precision assembly

A tray erector said to be ideal for precision assembly of small dimension trays has been launched by Europack.

design on the Azlon bottle ensures rapid powder filling and easy liquid filling as well as the overall shape offering an increased area for labelling, says the company (Tilling Drive, Stone, Staffs ST15 0SA - tel: 0785 812121, fax: 815066). Low minimum order quantities are available.

For further information K11-126 Call for details 0839 772268

Suitable for handling and assembly of the more delicate, thinner gauge blanks, the Mini is one of the smallest machines of its kind on the market, says Europack (Common Lane North, Beccles, Suffolk NR34 9BP - tel: 0502 716540, fax: 716814).

For further information K11-127 Call for details 0839 772268

TOILETRIES, COSMETICS & PHARMACEUTICALS

Gentle fill on dried flower bath oil

Glass jars of bath oil, with dried flowers inside to enhance product appeal, have been launched by toiletries and air fragrance specialists Heathcote & Ivory using a Purdy Gravil Vac 2 liquid filling machine.

This was specially adapted by manufacturer GFI Filling Capping and Labelling (Hlenwood Estate, Hythe Road, Ashford, Kent TN24 8DS - tel: 0233 629161, fax: 639560), to avoid risk of damaging the plants, placed by hand, during the liquid filling cycle.

Called Pact, the range of bath oil is filled to a set level and therefore required a vacuum-assisted filling operation, rather than volumetric. This takes into account the slightly



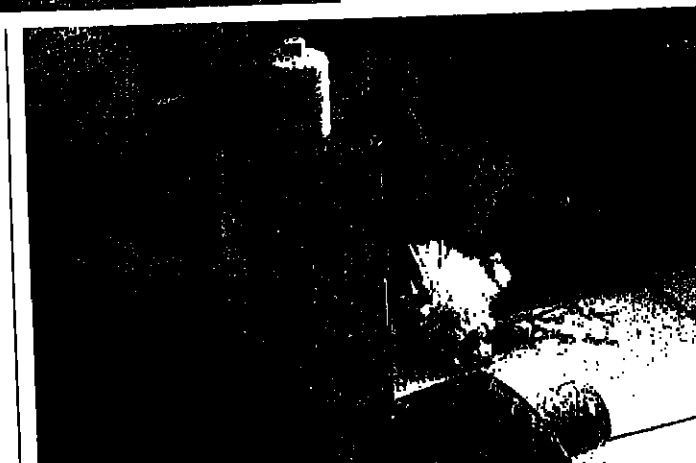
Pact bath oil is added to the jars by a Purdy Gravil Vac 2 filler

varying internal volumes of the four sizes of jars, made in Europe entirely from recycled glass containers and sold with minimum contents of 75, 100, 250 and 500ml.

To provide a gentle filling action and to avoid risk of any loose particles interrupting the filling operation, the Vac 2 is equipped with an adapted version of Purdy Gravil's sleeve style filling nozzle. Instead of the more usual twin bore nozzle with separate product port and vacuum tube, this sleeve nozzle has two concentric pipes.

Product flows through the large central bore, which avoids risk of turbulence, while the vacuum is applied through a narrow annulus that cannot be blocked easily by any loose particles, otherwise reducing or shutting off the vacuum, and the fill level, prematurely.

For further information K11-116 Call for details 0839 772268



Neck finish for shower gel

Potter and Moore has launched 'Essence of the Plant' shower gel in a 200ml Ovale bottle, silk screen printed both sides by Plastohm UK Ltd (Unit 2, Bellbrook Industrial Estate, Brookside, Uckfield, East Sussex TN22 1YA - tel: 0825 768812, fax: 768780). The bottle incorporates a special neck finish, also available as an option on other containers, to accommodate the Eaton dispensing closure.

For further information K11-119 Call for details 0839 772268

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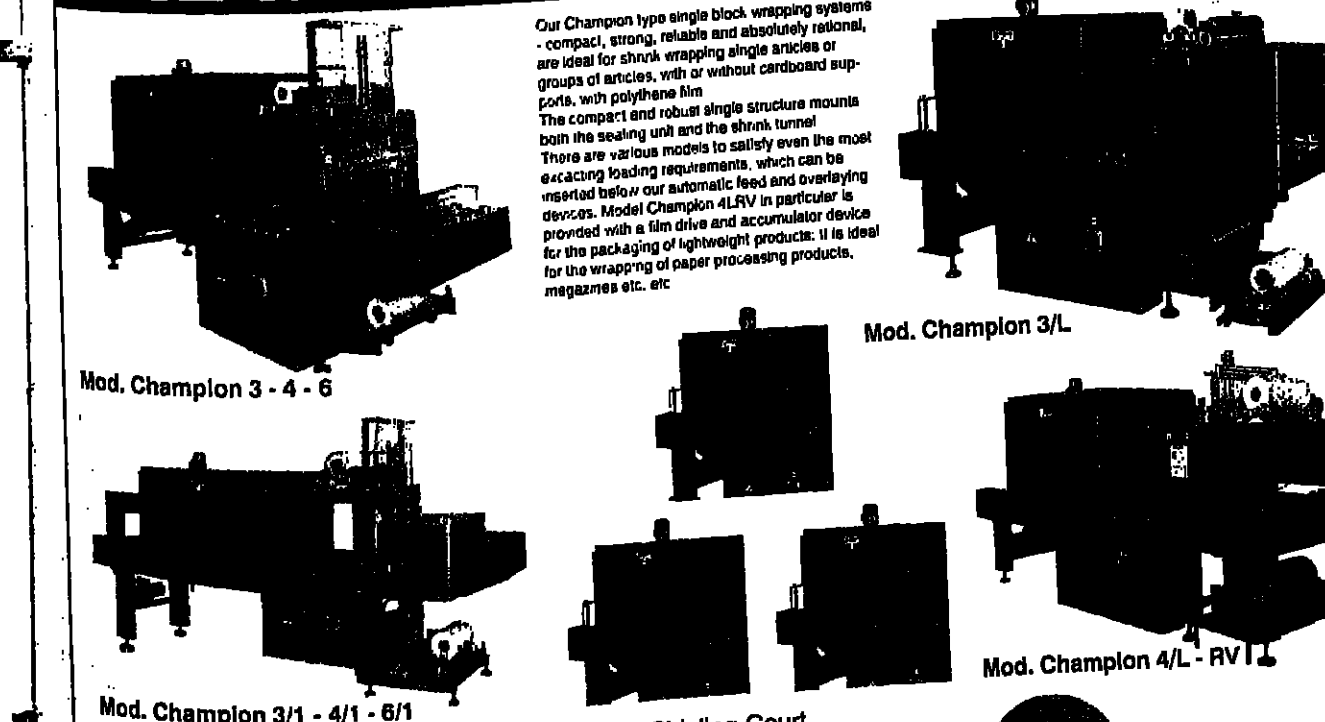
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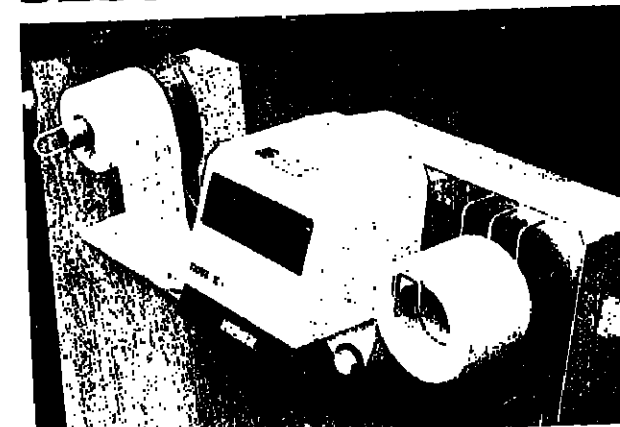
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PACKAGING EQUIPMENT 1991

NEW BAG SEALERS

HULME MARTIN's new solenoid operated machines combine semi-automatic 'hands free' operation for high volume production applications, with instant impulse sealing for intermittent retail and laboratory use.

The HM3100 Series with (12 inch) 30cm. capacity is around £430. Lower cost cable operated versions with cutter or 'speedfill' options to make polythene bags from layflat polythene tubing are also available.

40

TOILETRIES & COSMETICS

Security for cartons

An original and effective approach to product security in pharmaceuticals cartons comes from German manufacturer Artur Heis GmbH, soon to open a plant in Ireland to better supply the British Isles.

Using a system of 12 Man Roland two colour presses linked on a network of 'in process' audits at its main Wuppertal plant, the manufacturer carries through the same computer based controls from raw materials to product despatch.

A Berlin cutting and gluing plant already serves markets from eastern Germany, and the plant in Galway, Ireland, will offer the same facilities from the beginning of 1995. All printing and finishing will initially be done in Germany.

With 82 terminals in the Wuppertal and Berlin plants, individual, segregated product batches are tracked carefully from station to station, and can progress to the next stage only when positive clearance is given. Colour coding is used to give inspection status at each stage.

Processing is standardised on 700 x 1020mm sheets and

different batches are never combined on sheets, explain, and Jürgen Heis. This standardisation means that changeovers are much quicker on printing and die-cutting, with fewer problems created by register.

All grades of board between fully recycled and 100 per cent virgin are used at the plant, with customers including Organon - a Dutch manufacturer with plants in Ireland and Scotland -



A code reader checks product

Bayer, Glaxo and Hoechst. Export accounts for some 20 per cent of the 4000 tonnes annual production from Heis (Königsberger Straße 5-17, 42277 Wuppertal, Germany - tel: 010 49 202 526000, fax: 523941 - UK

tel/fax: 0606 737804). Correspondence is checked between the carton batches, order numbers on paperwork and, at the end of processing, hardcodes on transit cases. Typically a batch will take two weeks to ship out from ordering, though rush orders can be processed in just three days.

An Acceptable Quality Level system is in operation.

For further information K11 Call for details 0839 772268

Colour matching between the parts and with the can is a priority

Pp collar and overcap give a 'feminine' appeal

A pp collar and overcap have replaced a one piece aerosol fitment on Elida Gibbs' Impulse body spray range, giving more of a feminine appeal to the product, according to the filler.

Avoiding the use of a spray-through fitment, as seen on some other fragrances, or less attractive actuator designs, the collar and cap are produced by Betts Plastics with colour matching a priority between the parts and with the can.

There are nine fragrances in the range, and Betts worked with Elida Gibbs to ensure the closest match between components. Each of the 35mm caps is embossed with the Impulse butterfly.

According to Elida Gibbs, the upgrade of the presentation was a reflection of the product's specific appeal. "The new image for Impulse is much more in keeping with the feminine nature of the product, and the overcaps and collars are more in harmony with the rest of the can," says a spokesperson.

When Elida Gibbs approached Betts (505 Ipswich Road, Colchester, Essex CO4 4HE - 0206 753400, fax: 844002), part of Courtaulds Packaging Ltd, the moulder had never produced the combination of collar and overcap before.

For further information K11 Call for details 0839 772268

CONVERTING

FOR PACKAGING PRODUCTION & PRINT

Information systems improve slitter/rewinder productivity

A series of information systems designed to further enhance the productivity rates of slitting rewinding equipment can now be built into its range of machinery by Titan Converting Equipment Ltd.

Called the Titanplus family of products, the increased productivity comes from maximising communication in key areas of operation, thereby offering converters a unique degree of control over their production, says the company.

Five separate systems can be supplied, each of which can be used in conjunction with others, depending on facilities required. Titanplus is a multi media support information package which can be used while sitting at the drive desk of the slitter/rewinder. It includes video sequences for operator training, interactive

maintenance help sequences for fault finding and actual demonstrations of how to replace major machine components.

Titanlink is a system of direct fast modem communication which allows Titan engineers direct access to the machine within minutes of contact being made. Features offered include direct fault finding, including machine web power loading during a run as well as the ability to upgrade the machine programme to include recent developments.

Video observation

A machine video observation package now available is called Titanview. Video cameras are positioned at important machine strategic areas such as unwind, cutters or trim, allowing the operator to view live video from the desk monitor.

It also provides a view of the machine from other remote

office positions.

A system specifically aimed at reducing material wastage and machine downtime during millroll changes and setups is also now available. Called Titanhome, it has the ability to download the characteristics of the new millroll into the machine's memory, including faults and their locations.

Finally, a machine networking package which offers almost total control of production, particularly when used with the other software packages, is called Titanet.

It allows a large number of machines to be monitored from one central control point as well as giving the facility to access all production, past and present. Future production can be downloaded to all machines with full cross checking spreadsheet facilities to high-light unrealistic targets.

For further information K11 Call for details 0839 772268

Bloomer on the blower

Last month we printed the incorrect telephone number of film producer, Mupfian (UK). The correct telephone number of this company is 0206 393345.

Automatic diecutting

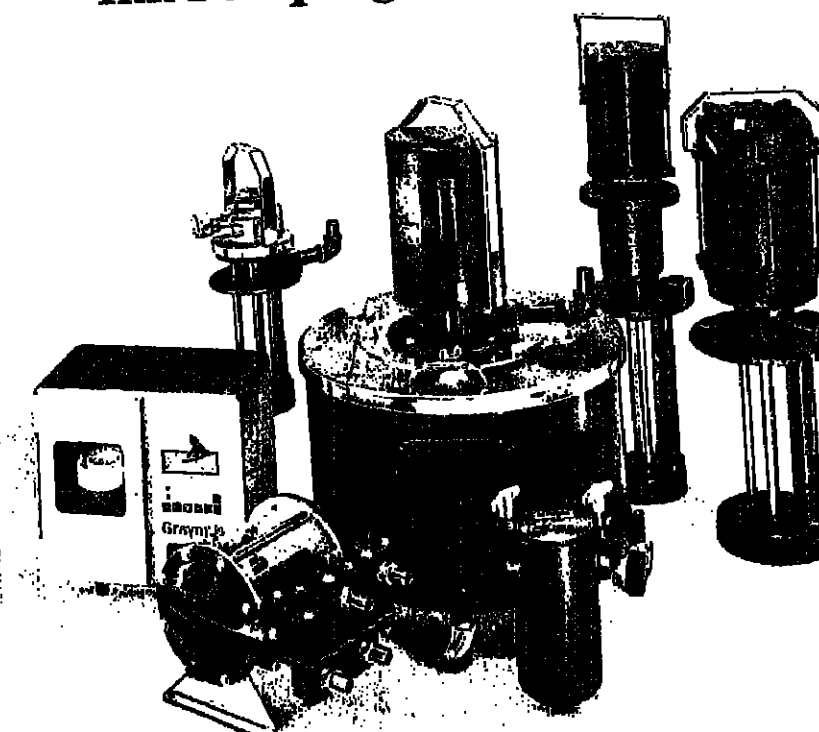
Smurfit Corrugated has just purchased two T70 series fully automatic flatbed diecutting machines from U-Pack (Manufacturing) Ltd.

The T70 is the smaller in the range of equipment and handles sheet sizes between

1700 x 1400mm; the larger T100 has a sheet size of 2400 x 1915mm, says the company (Central Engineering Works, Lydbrook, Glos GL17 9ND - tel: 0594 861141, fax: 861266).

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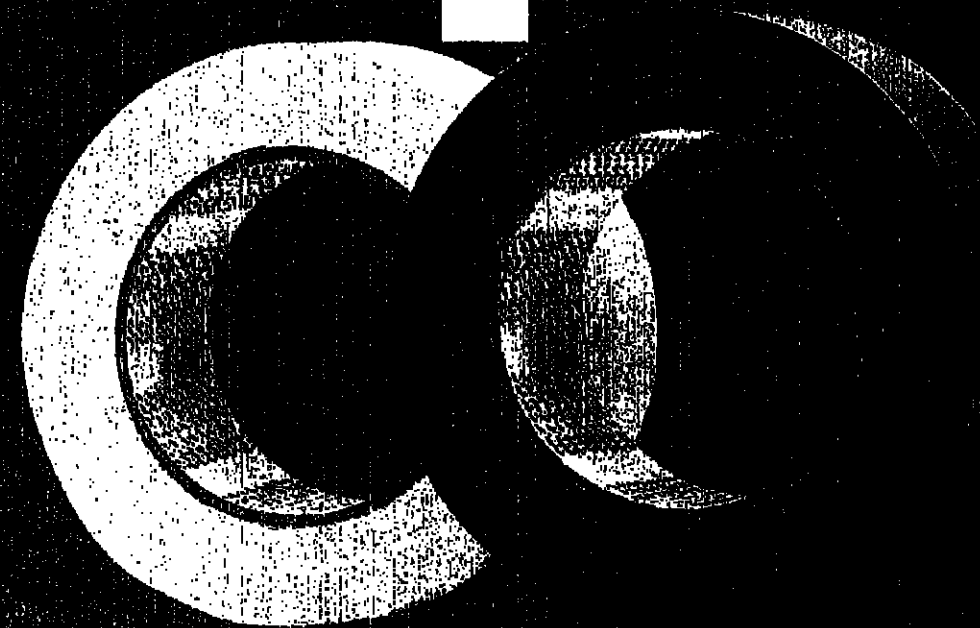
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PACKAGING NEWS/NOVEMBER 1994

Economic flexo print

Bagmakers, paper converters and extruders of film all showed great interest in the Codareel printing units on show at Convertex by Sauven Marking Machines Ltd.

Each precision flexographic unit in the Codareel range can print in one colour on any material in continuous strip or web form. It allows converters of paper, fabrics, foil, plastics and even metals to print a simple code or symbol - such as the Green Dot - at very cost effective rates.

"The Codareel flexographic units are much cheaper than having to use a conventional printer for this kind of work



Codareel flexographic printing unit by Sauven Marking Machines

and can be supplied at costs starting at £600 and going up to £1650," David Sauven, managing director of the company, tells *Converting World*.

The unit can be attached to any parent machine and special fast drying flexo inks are supplied to suit all applications.

The type drum rotates by frictional contact with the material being marked to give random or continuous print. The company is at Canada Road, Byfleet, Surrey KT14 7JX - tel: 0932 355191, fax: 354511.

For further information K11 Call for details 0839 772268

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PACKAGING NEWS/NOVEMBER 1994

Deposition monitor enhances metallised films

Customers of Bonar Teich Flexibles, Derby, can look forward to further enhanced quality assurance on its metallised films, following the installation of a non contact deposition monitoring system designed by General Vacuum Equipment (GVE).

The system has been retrofitted to Bonar Teich's existing 1750mm web width Electron-Beam metalliser, with GVE also carrying out installation and commissioning work.

"Approximately 90 per cent of our production is barrier packaging," says Christian Rüssel, marketing director of Bonar Teich, "and in this market, customers require consistent product quality to guarantee aspects such as aroma retention along with

oxygen, moisture and light barrier properties.

"Light barrier is particularly important for fatty foods such as biscuits," he adds.

"We felt that the introduction of GVE's deposition monitoring system would provide a worthwhile enhancement to our metallising facility."

The system installed comprises a multi point, non contact sensor assembly across the full web width within the metalliser. This is connected to a control cabinet and display module adjacent to the operator position.

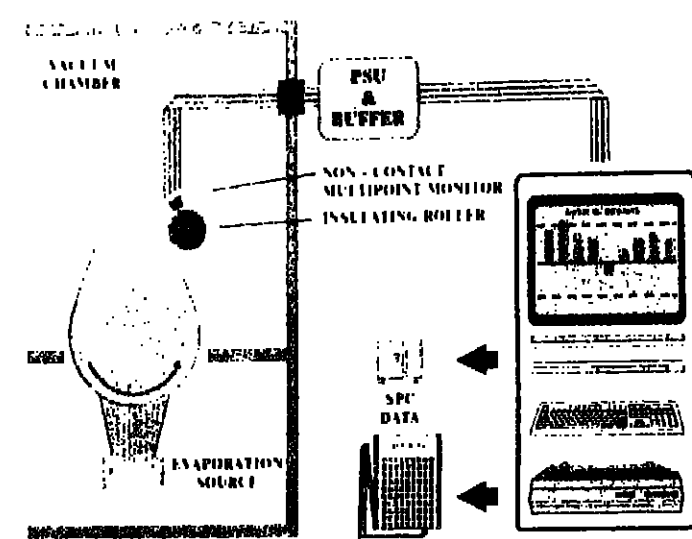
The software is user friendly with the ability to continuously monitor the thickness of the deposited layer either in resistance units (ohms/square) or optical density. Thickness

results are graphically displayed and uniformity both in transverse and machine directions is easily analysed.

"It is extremely easy to operate," says Dave Morley, metallising manager at Bonar Teich.

"You simply input customer details such as web width and type of material and the rest of the cycle takes care of itself. There is even an automatic self calibration test at the start of each roll to guarantee that everything is working satisfactorily."

As well as giving operation



GVE's deposition monitoring system being used at Bonar Teich Flexibles

benefits, the software used on the system also incorporates an additional calibration enabling

results to be interpreted in optical density units when required. "All measurement

data is stored onto disk," says Mr Rüssel. "If customers request it, printouts can be given to verify the deposition level and uniformity."

"Our unique monitor design overcomes problems experienced with alternative systems," says Ian Baxter, asst general manager of GVE (Pennine Business Park, Pilsforth Road, Heywood OL10 2TL - tel: 0706 622442, fax: 622772).

"In use at many installations worldwide, the monitor has proved itself to be durable and well suited to its main application of metallising for packaging," he says. "The flexibility of the system makes retrofitting a possibility on almost any metalliser."

For further information call 0839 772268

Ink taint brings pollution charge

Combined Packaging Suppliers Ltd of Mitcham, Surrey has been conditionally discharged for one year for polluting the Mill Green Ditch at Mitcham.

The prosecution was brought by the National Rivers Authority Thames Region (NRA) following an incident on 8 April, 1994 when the Mill Green Ditch was polluted by ink, after ink waste product was poured into a surface water gully, from where it entered the watercourse via the surface water system.

Pleaded guilty

At Wallington Magistrates' Court on Thursday 15 September this year, the company pleaded guilty to causing pol-

luting matter to enter controlled waters and were conditionally discharged for one year and ordered to pay £330 costs to the NRA.

Speaking after the hearing, acting area manager Colin Candish said: "Companies must instruct their employees not to pour waste products into surface water drains as these connect to watercourses and can cause pollution."

"We rely very heavily on people being vigilant and reporting pollution incidents to us," added Mr Candish.

The NRA has introduced a free Emergency Hotline number 0800 807060 for alerting the NRA of environmental incidents.

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PACKAGING NEWS/NOVEMBER 1994

A fresh face for flexo

Membership of the UK European Flexographic Technical Association - EFTA - covers many facets of flexo printing and this year has seen a fresh look with the appointment of Tony Bath as the new secretary and a generally more proactive stance taken on many issues such as training and education.

It is a stated aim that EFTA wishes to push out the boundaries of flexo print in terms of technical input and quality output. John Bamberg, md of Lancaster Labels Ltd is the chairman of EFTA and is keen to meet the new demands placed on the association by the fast changing flexo industry.

According to Mr Bath, there is currently a will to develop the association to keep pace with change and attract new members.

EFTA was established in 1973 and has built over the last 21 years to its current level of 350 members. It wishes to increase membership substantially by 1996. In fact, double the number is the aim.

A non commercial, technical organisation, EFTA has seven objectives:

- To promote standards within the industry
- To further the improvement of training within the industry and instigate training standards
- To organise seminars and workshops
- To organise annual print awards to illustrate to the printing industry as a whole the advance and achievements of flexo printers
- To maintain links with training establishments and related organisations such as Pira
- To maintain the EFTA as the recognised voice of the flexo industry
- To market the association to all sectors of the flexo industry and to increase membership substantially by 1996.

In operation, a Council of Directors is elected at the AGM with the proviso that there is always one more printer than supplier. Other members can be co-opted as and when necessary.

Directors are responsible for each of the sub committees which cover such activities as training, awards, pr/marketing and technical. There is one full-time position, that of secretary, which was taken up by Mr Bath earlier this year. His background is in wide web flexo printing having previously spent nearly 30 years at Colodense, most recently as production manager at the Bristol factory.

Tailor-made courses

As part of the expanding and more focused services offered, EFTA is seeking a part time technical/training manager. In particular, the role will involve offering members the facility for tailor-made courses run in house, geared to specific needs. The manager will also be involved with planning and organising other EFTA seminars and workshops, writing

technical data sheets and other reports and undertaking technical projects related to flexo.

According to Mr Bath, these in house courses will make the best use of members facilities and overcome some of the cost/time ratios involved in traditional longer style seminars.

"We aim to use the general expertise within the organisation much more effectively," he tells *Converting World*.

One of the reasons for the change of emphasis to in house training rather than at institutions such as Watford College, is the lack of modern facilities in education. Although EFTA acknowledges that this will not help the colleges, they have called for members to donate any equipment that is surplus to requirements to the colleges.

EFTA will then undertake refurbishment and place it in one of the colleges with which it has links.

Training the next generation of flexo printers is a vital role and many colleges are hampered by either the complete lack of a flexo press or else machines which have long since been out of date, says Mr Bath.

"You can't teach state of the art with state of the art" is the way the problem was put by Bernard Catterall of Wantzen Ltd when he was EFTA training director.

Historically, the association has concentrated on wide web work but, says Mr Bath, this must change. This is why narrow web courses have now been introduced. Mr Bath also hopes that the new training



Tony Bath: proactive stance

manager will take EFTA down the road to NVQs, so that the whole process becomes more meaningful.

EFTA seminars have also seen some change. There is now more emphasis on specifics. "Seminars need to be topical and good value for money," says Mr Bath.

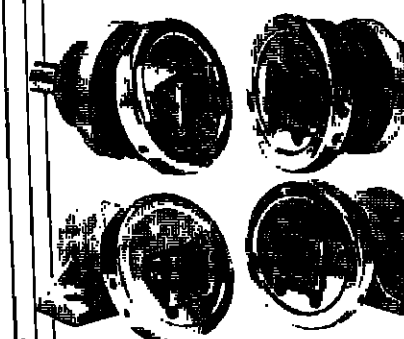
Another important event in the EFTA year is the annual print awards, representing over 30 categories of flexo printing.

As well as flexo printers themselves, many suppliers, institutions and colleges make up EFTA's nearly 350 membership with 20 per cent of these based overseas. Call Lea found out more during *Converting*

The competition is open to members and non members and the closing date for entries in the 1995 EFTA Print Awards is 20 January, 1995.

EFTA (UK) 7 Limerick Road, Redland, Bristol BS6 7DX - tel/fax: 0272 246965.

For further information call 0839 772268



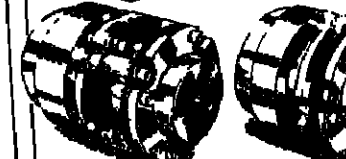
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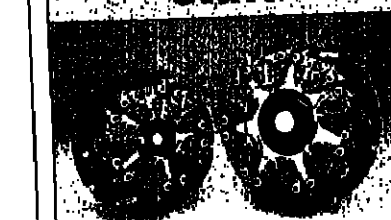
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PACKAGING NEWS/NOVEMBER 1994

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